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Covering the Customer's Needs

September 2005

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Customer-relationship management (CRM) software is becoming more than just a way to serve customer needs in the residential market lately. Deeper integration across the enterprise is allowing homebuilders and low voltage systems integrators to leverage customer data much more efficiently than ever before.

Allowing homebuilders to tap into transactional data that resides in enterprise resource planning (ERP) systems for the purposes of more comprehensive CRM functionality, data infrastructure software company Pervasive Software Inc., www.pervasive.com, Austin, Texas, announced a partnership with CRM software provider Pivotal Corp., www.pivotal.com, Vancouver, B.C.

Streamlined front office and backoffice functionality for homebuilders is the idea behind this partnership. The Pervasive Business Integrator, coupled with the Pivotal solution, will provide users with deep connectivity to legacy ERP systems.

According to Bruce Cameron, general manager, Pivotal, this will allow homebuilders to extend Pivotal's platform to integrate applications with "hard to reach data sources" and create a broad view of customers.

Enriching the CRM needs of the systems integrators, design system software provider D-Tools, www.d-tools.com, Concord, Calif., has announced a deal with Tigerpaw Software, www.tigerpawsoftware.com, Bellevue, Wash., which provides CRM, service management, and inventory control software.

This partnership aims to extend the functionality of the D-Tools line of products, which helps simplify design, engineering, documentation, and estimating processes of residential and commercial installation projects, offering integrators a system to also manage customer relationships.

A complete solution should help low voltage systems integrators better service the needs of customers while having a more streamlined view of a full range of enterprise capabilities.

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