

CSIA Find an Integrator it the top visited page of the CSIA site

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The “Find an Integrator” search tool is moving to its first month of activity and is the top star of the “Connected community” site. First of the list with it’s 23% of visits it almost doubles the Home Page result.

As we all know selecting the right systems integrator can be a complex and confusing process for our clients and in today’s business climate, it’s much more important than in the past to find an integrator you can trust to mitigate the risk associated with any project. It’s a matter of combining the right experience, technical competencies, level of service and ability to provide efficient services in the territory of interest. Only the right combination of all these characteristics takes to a successful project delivery.

For these reasons all clients, and especially first-timers or less experienced ones, can take advantage of the “Find an Integrator” tool. And the number of visits confirms that they appreciate and use it.

On the other side this means that we can improve our visibility and drive prospective clients to our companies. Having our company profile complete and up to date is important to interest the correct prospects, because as for the client is critical to find the right integrator for us is fundamental to be found from the right clients. As with any Internet based tool, the number of contacts can be impressive and this means a huge amount of time to qualify and manage them independently from their quality. Enabling effective filtering completing the company profile with the right information can make the tool successful or not for your company.

It would be nice to measure how many successful contacts will be generated through the “CSIA Find an Integrator” and it would be great if any of us could let the others know if he’s reached from a good or bad prospect.