



# Enabling CRMconnect to deliver high-performance SaaS to 5,000+ customers

## Key results

- New customer onboarding streamlined
- 3" hybrid environment deployment
- Quote-to-cash on autopilot
- Dynamic infrastructure provision, scalability, elasticity, and management
- Seamless post-deployment app management, with multi-updates, bulk updates, and monitoring
- Enhanced data security & isolation to reduce the risk of data breaches and leaks
- Seamless provision and integration of new microservice-based modules/apps to increase the platform's extensibility

## Next steps together: expanding SaaS, enhancing customer experience

CRMconnect's partnership with Kubeark led to a successful transition to a SaaS model, enabling them to reach their target of 5,000+ customers. The implementation of Kubeark took just a few days, a significant achievement considering CRMconnect had been looking for a solution for over a year. They will work together to further enhance their SaaS offerings and continuously improve customer experience.



*"Kubeark has saved us months of development time and has created a robust infrastructure that not only helps us cut back on costs, but also increases our client retention with its elasticity. Our DevOps team has been thrilled to find out that they no longer need to maintain scripts and code to keep the platform up and running. Kubeark's technology has been a virtual plug-and-play into our hybrid environment"*

**Marius Michailov**  
Founder, CRMconnect

## A success story in the making...

CRMconnect, a top software provider, excels in delivering comprehensive Customer Relationship Management (CRM) that enables the potential of supply and distribution chain via Electronic Data Interchange (EDI). Their state-of-the-art products help businesses streamline customer interactions and data management, enhancing customer experience and business efficiency.

## The challenge: streamlining deployment and enhancing accessibility

CRMconnect had a significant issue. They wanted to transition their software into a SaaS model to make it readily available to their customers. They aimed to leverage Kubernetes for this transition but lacked the necessary capabilities.

## Empowering CRMconnect with swift SaaS deployment and dynamic infrastructure management

Kubeark streamlined CRMconnect's operations, improving service delivery. It facilitated a transparent process for order to delivery, allowing clients to access the portal, choose, pay, and receive the platform promptly. The solution offered a hybrid-environment deployment, enabling flexibility in hosting based on client preferences. Kubeark's platform provided tailored infrastructure, operations, and management, allowing CRMconnect to customize services for clients. It ensured seamless application management with updates and monitoring features, empowering CRMconnect to track performance and make any necessary adjustments.

## Enabling a smooth SaaS transition and improving resource allocation

CRMconnect successfully transitioned their CRM model to SaaS with Kubeark's help. Now, their whole order-to-delivery process, infrastructure provision, product distribution, and product administration are handled without any DevOps/IT scripts or code, thanks to Kubeark. This strategic move allowed CRMconnect to minimize infrastructure costs while maintaining high performance and reliability across multiple cloud providers and infrastructures for their 5,000+ customers.