## Ziller Gets the Visibility They Needed from a Business Management Platform

By Sarah Khogyani

# Client
## Story

**Industry**
Digital Agency

**Region**
Sydney, Australia

**Size**
12

**Services**
Web development, online marketing

Ziller is a digital agency specializing in web development, online marketing and overall digital strategy. Their team of 12 had been using a number of systems including Harvest, WorkFlowMax, Basecamp and Jira to organize their business workflows.

"Everything was everywhere," owner Trent Allan claims. "We use Xero for accounting, and used Zoho CRM for our customer relationships. It just seemed inefficient." As it turns out, they had no link between work done and invoices being sent—which meant it was "hard to understand how much money was coming in based on work that was being done at the time."

After taking the time to research a good platform to manage the business, they decided to implement AffinityLive, initially engaged by the interface and the features provided during the trial. "The decision was a no-brainer," says Allan.

Allan continues to outline the benefits that the product has provided.

"It's done wonders for our business… We love the way it collects all emails to and from clients, how easy it is to track time, and the visibility it gives you over your whole operation. For example, our key employees not involved in sales can still, at any time, get an insight into the sales pipeline, which is awesome for transparency."

The direct effect of AffinityLive's assemblage of features has improved efficiency with tasks, as well as provided visibility around what's happening in the company. "We are more on top of sales than ever before because we use it everyday… it's hard to forget leads or sales we are working on."