

# SUCCESS STORY

## CA-Plus: End-to-End Business—and Creative—Solutions

Since 1993, award-winning CA-Plus Inc., headquartered in Toronto, ON, has led the industry in implementing mid-market business systems, including the full suite of Sage Accpac ERP programs for accounting, manufacturing, inventory, CRM, HR and more. By helping companies in various industries streamline their business intelligence and information systems, CA-Plus provides a true, end-to-end solution that links front-and back-office processes, procedures and communication.

**Past:** While Sage provides certain marketing materials, many partners find other efforts are required in house, usually drawing on already limited staff and resources. CA-Plus knew they needed a creative partner to build awareness and sales, and reached out to channelBOOST nearly two years ago for assistance.

**Present:** With several campaigns since the partnership began, CA-Plus has been excited with their results. In nurturing existing clients and targeting new ones, channelBOOST's multi-touch messaging efforts has launched the CA-Plus brand into the Toronto and Mississauga marketplaces. One integrated campaign promoted two integral products, Sage Accpac CRM and Sage HRMS, and exceeded expectations, gaining over \$100,000 in sales pipeline – a potential 10X return on investment.

**Future:** CA-Plus' most recent campaign resulted in an exciting recommendation—directly to Sage—to use channelBOOST's messaging to promote its new, highly touted Sage Accpac Extended Enterprise Suite.

*"Since CA-Plus specializes in generating truly customized business solutions, we expect nothing less from our creative partners. We have been so pleased with the working relationship, professionalism and results channelBOOST has provided. It's pretty eye-opening to see what can happen with an experienced partner at the helm of your marketing efforts, so we will keep coming back."*

John Allen | General Manager | CA-Plus