

Avrion and Codeless Platforms: a collaborative partnership delivering digitisation projects to benefit customers



► Overview

Codeless Platforms started their journey in 1999 and were one of the first software houses to author business process automation (BPA) software specifically for SMEs. They are now leading the way in the delivery of rapid application development. With over 450 global partners, more than 7500 customers use Codeless Platforms' software, ranging from diverse global organisations to the small local enterprise.

► The Opportunity

Improving efficiency and reducing costs have always been an aspirational target for most organisations. However, the impact that Covid-19 has had on business around the globe has brought this to the forefront of many company strategies.

As a result, companies are looking for ways to digitise their business and to streamline how they move information between systems, people and customers. This is often driven by the need to become more profitable or to help the business survive. Therefore, using technology like BPA Platform or Applications Platform to streamline and digitise is an ideal area for them to consider.

BPA Platform is a key component for digitising a business. It's rapid to deploy because you don't need to create big scopes, business plans or strategic plans. Furthermore, the BPA Platform is a flexible tool that doesn't require code-writing, which means it's quick to roll out and evolve over time.

Customers are also looking at how to integrate their own customers into their systems and processes, which is driving a demand for portals where customer data can be shared, delivered and received. This is where Applications Platform plays a key role; it enables portals to be built and customised quickly.

► Working Together

A deep and rich pool of resources has resulted from the partnership between Avrion and Codeless Platforms. This means customers get great training and rapid support.

"It's brilliant to be able to offer our clients a way to truly integrate their systems together, rather than just focusing on CRM systems, and to do some really fun customer focussed things, like automatic report generation. Things that seem quite simple but can be

quite complicated for a lot of companies to achieve," commented Jonathan Wilkins, Managing Director of Avrion.

► The Results

BPA Platform and Applications Platform have both been developed to enhance existing systems, thus enabling businesses to exploit their full potential easily and rapidly – whether this is to improve productivity, reduce costs or increase profit.

BPA Platform provides simple automations that will make a big difference to how a company operates and improve the way they work. Likewise, Applications Platform can deliver portals quickly, in a very cost-effective way, and within a framework that can be tailored to suit the customer needs. The key thing about Applications Platform is that it can be easily evolved as things change. As a result, customers have reaped in many benefits as a result of this technology – both financial and operational.

"Avrion is a highly respected independent technology provider that delivers excellent advice, service and technology solutions. We are delighted that our products fit so well into Avrion's portfolio, providing the integration and automation capabilities that help its customers gain a competitive edge."

- Matthew Lidster, Managing Director, Codeless Platforms

"What is important to us is making sure that our customers don't just see us as CRM suppliers; we're there to help them improve the way they work, to automate things, to integrate them with their customers using technology. That is what our business is all about today, and Codeless Platforms helps us achieve that."

- Jonathan Wilkins, Managing Director, Avrion

Do you need advice on how your business can improve performance, boost efficiency and cut costs? Speak to Avrion about making this happen for you.