



Interforce Marketing

Created Their Flagship Product
Opened Up Possibility for Rapid Expansion

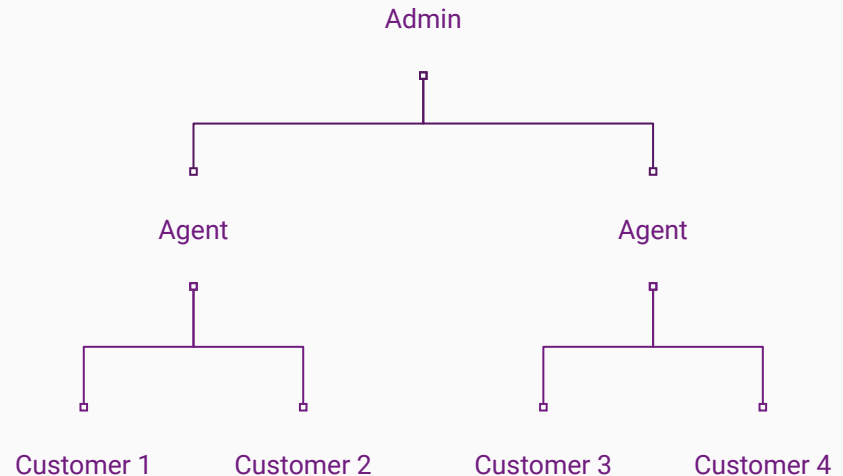
A laptop screen displaying a dashboard with a line graph and a pie chart. The line graph shows a blue line with several peaks and troughs, and a green line. The pie chart is divided into three segments: a large blue segment, a smaller green segment, and a very small red segment. The text "Our platform unlocked opportunities for rapid sales growth" is overlaid on the screen in white. The text "19 av." is visible on the line graph, and "New Visitor" and "Returning Visitor" are visible in the legend. The keyboard of the laptop is visible at the bottom.

Our platform
unlocked
opportunities for
rapid sales growth

Scalable, Profitable

Interforce needed an advanced tool to give them an edge over their competition

We developed a powerful platform allowing them to **build complex marketing campaigns with just a few mouse clicks**





Our approach

Create a Custom Platform

1. Review
2. Plan
3. Execute
4. Track KPIs



1. Review

Reviewed their existing procedures to identify barriers to scalable growth and repeatable processes.

Identify opportunities for **automation**.



2. Plan

Working with our client, we planned out more efficient operating practices.

We then architected the platform based on **latest best-practices.**



3. Execute

We built out the platform using **MVC** (Model, View, Controller) pattern and **Agile** methodology.

This combination allows fast deployment and future scalability.



4. Track KPIs

With the new platform, management could better track team and customer performance.

This powerful data allowed for quicker, **data-driven business decision-making.**

The Result

By increasing efficiency, Interforce quickly scaled their sales and launched **350 successful events in *under two years.***

Today, the platform is a cornerstone of their business with clients in Canada, the United States, and France.

Remove Barriers

Automate

Scale

Business Process Automation

Stop wasting time on menial tasks

Custom software solutions allow you to automate based on *your* workflow, not someone else's



Scale Intelligently

Step 1

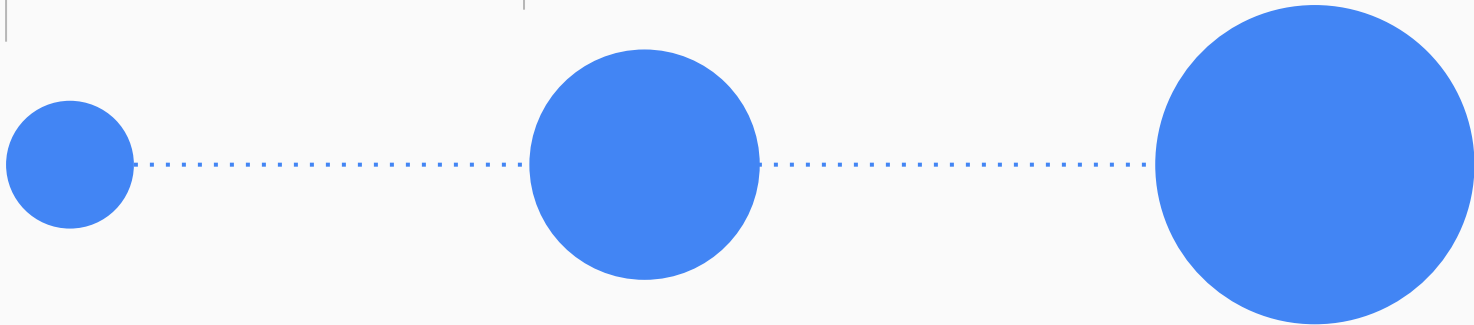
Review your existing processes

Step 2

Plan out tasks to leverage software automation

Step 3

Shift your team's focus away from menial work to revenue generating tasks



Team Leads

Proudly based in Montreal Canada



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Back-End and
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Work Smarter

