celigo

InfoBionic

Introduction

This case study of InfoBionic is based on a December 2020 survey of Celigo customers by TechValidate, a 3rd-party research service.

> " "If I had to make the choice again, I would select Celigo."
>
> "With Celiogo, we've simplified order processing, provided transparency to delinquent customers, and provided automated payments. We've also been able to simplify the renewal process because of Celigo."

Challenges

The business challenges that led the profiled company to evaluate and ultimately select Celigo:

- The following were the challenge that made them initially look for an integration solution.
  - General need to automate for scale
  - Too many manual processes
  - Slow order processing impacting customer experience

Company Profile

Company:
InfoBionic

Company Size:
Small Business

Industry:
Healthcare

Use Case

The key features and functionalities of Celigo that the surveyed company uses:

- When comparing Celigo to other vendors, they ranked how important the following were:
  - Ease of use: Very Important
  - Pre-built integrations: Very Important
  - Monitoring and error management: Important
  - Ability to scale: Important
  - Features/functionality of integrator.io (iPaaS) platform: Important
- They also explored the following before selecting Celigo:
  - Do it ourselves/hire consultant
- They are automating the following by using Celigo:
  - Accounting/Billing/invoicing
  - Order processing
  - Data Warehouse/Reporting
  - Banking integrations
- In the next 6-12 months they are planning to automate the following using integration through any method:
  - IT Management/DevOps

Results

The surveyed company achieved the following results with Celigo:

- Has done the following with Celigo in place:
  - Reduced their operational costs through efficiency gains
  - Improved their customer experience
  - Accelerated billing/cash flow
  - Their financials are accurate
- They estimate > $100k cost savings or revenue growth tied to the implementation of Celigo.
- Estimates it took 9 months to achieve value with Celigo.

Source: Dave MacCutcheon, COO, InfoBionic