opentext™

Success story

Linkaform

Industry
• Technology

Solution
• OpenText™ Information Hub (iHub)

Results

📈 **Enhanced** existing SaaS offerings

📄 **Solved** customers' reporting needs

👥 **Helped** customers operate more efficiently

👤 **Gained** competitive advantage over other BI vendors

🤝 **Introduced** new revenue streams

link**a**form

Integrated business intelligence gives Linkaform a new customer advantage

SaaS provider incorporates OpenText™ Analytics into its cross-industry business efficiency solution for customized BI and reporting

"We evaluated several different BI solutions—ultimately, we were attracted to OpenText because it was powerful, and we were able to integrate directly with MongoDB. Additionally, we were interested in having an OEM license that would allow us to resell to our customers through our SaaS offering."

Antonio Garza
CEO
Linkaform

Based in San Pedro Garza García, Mexico, Linkaform specializes in Software-as-a-Service (SaaS) technology designed to automate key business processes. Their platform helps companies capture data in the field more efficiently and securely, facilitating better decision-making and information sharing.

Linkaform works with customers across a range of industries, from telecommunications and distribution to pest control and agriculture. Its user-friendly cloud-based platform works on mobile or web applications to create work orders, customer product or service requests, field and inventory surveys and more, without the need for custom coding.

To expand these offerings, Linkaform made the decision to add customized Business Intelligence (BI) and reporting. This initiated the search for a proven best-in-class pre-built platform that would blend seamlessly with their own solution and branding.

The company needed a platform capable of accessing data from a variety of sources including spreadsheets, relational databases and NoSQL. At the same time, it would also need to integrate with MongoDB, the company's core database.

After considering several BI tools, Linkaform ultimately chose OpenText™ Information Hub (iHub), the dashboarding and reporting component of OpenText™ Analytics Suite. Not only was it compatible with MongoDB, it could seamlessly assimilate into the existing platform, adding new functionality and allowing the company to build forms, reports and a library of templates that would meet customer needs.

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After integrating OpenText functionality into their platform, Linkaform's team can now create custom client reports, sharing them with specified users. Customers can funnel data through customizable mobile forms, by uploading spreadsheets, or through an Enterprise Resource Planning (ERP) solution.

Cloud access allows customers to see reports regardless of their location, with data stored in independent MongoDB databases and accessed through OpenText.

"We have different levels of solution complexity for different types of customers—our implementation processes vary from cookie cutter to unique" Garza said. *"The ability to provide OpenText reports to our customers allows us to offer a complete solution, giving us a competitive advantage over single and independent BI or data collection services."*
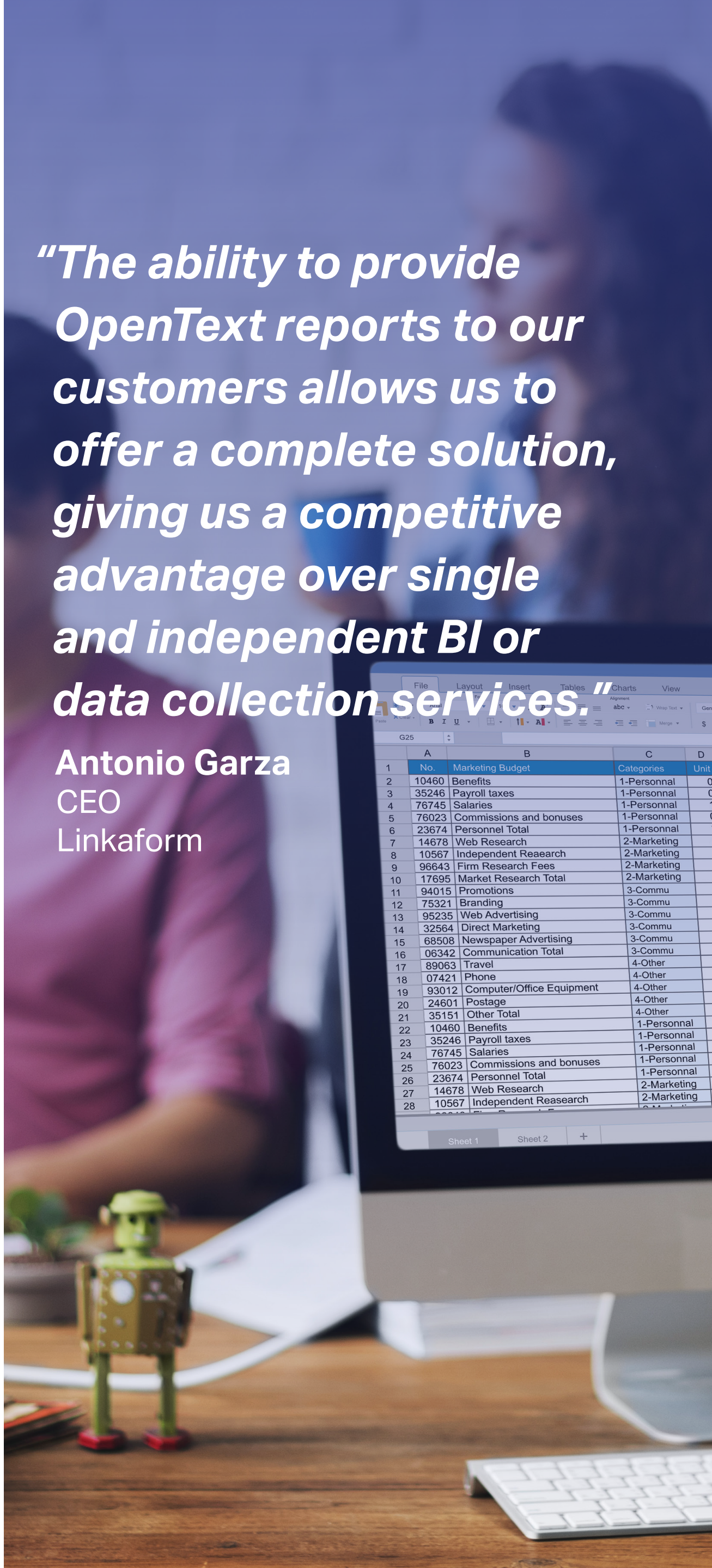
Introducing iHub into the Linkaform platform means the company can provide their clients with the tools they need to improve operation productivity, reduce operating expenses and enhance billings and collections—in turn, allowing them to become more organized and transparent.

"Some customers have significantly improved their operations and billing efforts with the Linkaform/OpenText integrated solution," said Garza. *"Our customers are also in the position of making better and more informed decisions or actions on a daily basis or for strategic purposes."*

Sanfandila, a pork and egg production facility based in Jalisco, Mexico, has a large amount of data that must be captured manually in the field in order to feed its systems. *"We used to take between 3-7 days to move information from the field to the main office. With the Linkaform platform, we now have it in real time,"* said Miguel Mireles, IT manager. *"We get the reports we need and in the right format,"* added Humberto Padilla, who manages analytics at Sanfandila.

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With faster and more accurate information capture, Sanfandila has found a significant increase in the profitability of the farms thanks to the increase in productivity.

Logistorage, a provider of warehouse and logistics services based in Nuevo León, Mexico, uses the Linkaform platform to improve its information capture and management processes. The information related to the services is captured directly in the warehouse and sent to the cloud where users can access at any time.

Linkaform has created production reports and account statement reports by customer that includes all service details that are downloaded on a PDF and stapled to each customer's bill.

The reports allow Logistorage managers to visualize the performance and utilities of each individual project, allowing them to make improvements to increase the profitability and efficiency of their work.

Linkaform has seen clients' data needs grow as they have become more creative in their reporting—this means they can offer more mobile analytics licenses and consulting services to help keep up with the growing demand.

Linkaform is working to further integrate reporting into their mobile application. ***"Customers are eager to have the ability to access their reports on a mobile device through the Linkaform application,"*** said Garza.

Some clients have requested assistance configuring reports unrelated to data collected in Linkaform, expanding the company's service offerings even further.

Linkaform's long-term vision includes making reporting functionality completely user driven, allowing customers to create preformatted reports designed for specific client industries. They are also planning to take advantage of the many additional, exciting opportunities afforded by the OpenText Analytics Suite.

About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit opentext.com.

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