TOKARA SOLUTIONS®

Captivate Network

Media

Pivotal CRM

Who They Are

Captivate Network is the digital-out-of-home advertising network unit of Gannett Company (NYSE: GCI). **Captivate Network is the leading digital media company** reaching on-the-go business professionals throughout their workday. By engaging its viewers with timely news and actionable information that helps balance the personal and professional demands of the workday, Captivate provides advertisers with a highly desirable and difficult-to-reach audience of affluent and influential business professionals. As a result, **Captivate is a 13-time recipient of B2B Magazine's Media Power 50 Award.**

Solutions

Tokara Solutions has been supporting Captivate's Pivotal application continuously since 2014. Tokara's support, which has included **multiple development projects, as well as building out the Pivotal integrations to NetSuite and Boostr,** have given us intimate knowledge of the complex data requirements and business processes over multiple systems within Captivate. When Captivate partnered with Tokara, one of their main goals was to **consistently enhance Pivotal CRM to accommodate their ever-changing business environment, including the integration of Pivotal to other business-critical applications**. In doing so, Tokara had worked closely with the technical and business units at Captivate to support their complex quoting and proposal processes.

> "Along with being Captivate's exclusive Pivotal Partner, Tokara has been providing their RAM Program since 2019."

Success Story

With Tokara Solutions' guidance, CRM seniority, and Pivotal expertise, Captivate has deployed complex quoting and proposal processes with integration to other internal CRM applications and ERP. Tokara Solutions works closely with Captivate to **design, develop, test, and deploy each new update to Pivotal as their business evolves** due to changes in their business model as the Global COVID-19 pandemic has changed the entire landscape and routine of business workers.

> "Tokara's ability to help map Pivotal to ever changing business requirements make them the perfect partner for Captivate."