



Vericast

Marketing Solutions

Pivotal CRM

Who They Are

Vericast (Harland Clarke) is a **leading marketing solutions company**, delivering actionable insights and expertise through its solutions to more than 70,000 businesses. Vericast specializes in service retail, financial services, consumer good, food services, and healthcare companies.

Headquartered in San Antonio Texas, Vericast employs around 9,000 employees, and generates close to \$3 billion in annual revenue.

Solutions

Vericast's IT department has several years of Pivotal programming experience. Subsequently, they are able to address almost all of their end users' enhancement requests. Vericast engages Tokara Solutions for more complex and non-standard modifications such as downstream integrations, implementation of new Pivotal features, CRM strategic guidance, and complex C# programming.

Tokara Solutions followed our corporate values of stability and consistency by providing consistent resources to Vericast over several years. This has allowed Vericast access to a resource that is simultaneously strong in Pivotal and knowledgeable about Vericast.

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Vericast has deployed multiple system enhancements, integrations to other systems, optimized performance, and upgraded Pivotal versions thanks to the dedication of Tokara Solutions.
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Success Story

Vericast has customized Pivotal to allow it to drive its sales processes. With Tokara Solutions' guidance, CRM seniority, and Pivotal expertise, **Vericast has deployed multiple system enhancements**, integrations to other systems, optimized performance, and upgraded Pivotal versions. Tokara Solutions also works closely with Vericast on their overall CRM strategy for their multiple corporate entities.

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Tokara Solutions continues to work closely with Vericast on their overall future CRM vision.
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