

## Cloud Computing and Salesforce CRM Services



**Andrew Lawlor**  
CEO & Chief Architect

Since 2002, Aptaria (pronounced apt-AREA) has been a leading provider of cloud computing and Salesforce CRM services.

Leveraging years of experience with Fortune 500 clients, Aptaria helps organizations of all sizes throughout the country develop, customize, and integrate cloud-based applications into their enterprise.

Whether you are a large company, a small technology business, or a non-profit association, Aptaria can help you take advantage of the benefits of cloud computing.

Not only are we experts in cloud computing, we're also practitioners of it. We own no servers, operate no data centers, employ no network, system or database administrators and license no on-premise software. Instead, we manage our consulting business entirely through the cloud, using:

- QuickBooks Online to manage the books
- Salesforce.com to manage sales leads, contacts and support
- Google Apps for office productivity

With cloud computing, no huge up-front capital investment is required. We believe that the best way to align the interests of a vendor with those of the customer is through a pay-as-you-go model. Only then is the customer guaranteed continuing value.

Aptaria is a privately held company with funding for its growth provided by its owners.

**Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine**

**CEOCFO: Mr. Lawlor, what is Aptaria?**

**Mr. Lawlor:** We are a cloud consulting firm. We help companies embrace the cloud and cloud technology and in particular Salesforce.com's cloud to streamline their operations, enter new markets and realize efficiencies previously unavailable to them.

**CEOCFO: What are some of the misconceptions about the cloud that you need to dispel in the beginning and what are some of the more unusual areas that people do not really understand?**

**Mr. Lawlor:** In the early days when the cloud came out the on-premise vendors saw it as a big threat, so they spread a great deal of fear and doubt about the cloud and the security of enterprise and how hard it would be to get your data out. That has been proved untrue as many organizations consider the cloud to be a perfect place to put your mission critical apps. The track record has shown that with the right cloud vendor you get security that is in all likelihood much higher than you would get if you were to 'roll your own IT'.

**CEOCFO: Who is your typical client?**

**Mr. Lawlor:** The ideal customer of Aptaria is a medium-sized enterprise or non-profit organization wants to embrace the cloud but need help making the transition. Salesforce.com has a foundation that offers

Salesforce.com solutions for free or at reduced prices to nonprofit organizations. Our non-profit group is growing rapidly as more and more such organizations embrace the cloud.

**CEO CFO:** *Salesforce can be daunting for many people initially. How do you help people through the challenges?*

**Mr. Lawlor:** At the start of each project we conduct a thorough business process review (BPR) to understand the organization's operations, challenges and where the improvements can be made. We then map that understanding and map it to a Salesforce.com Cloud solution leveraging the Sales Cloud, Marketing Cloud and Service Cloud as appropriate. Custom solutions built on the Salesforce Platform are leveraged when the need goes beyond the core CRM offerings of Salesforce.com. We help companies reengineer their operations and achieve efficiencies that previously may have been unavailable to many of organizations.

**CEO CFO:** *How do you reach prospective customers?*

**Mr. Lawlor:** Our deep knowledge of verticals including Financial Services, Commercial Real Estate, Software and Technology and non-profit gives us a strong presence in these industries. Our deep knowledge of custom app development on the Salesforce Platform means organizations that want an App presence on the Salesforce.com AppExchange come to us to build their apps. We established a name for ourselves so word spreads. We are not just a service provider of Salesforce's Marketing Cloud. We also use them ourselves to get the word out about our capabilities.

**"If you are looking for an organization with deep knowledge of Salesforce.com with over seven years of experience developing Salesforce.com solutions you should pay attention to us. We have a passion for Salesforce.com solutions and we think we know it about as well as anybody out there." - Andrew Lawlor**

**CEO CFO:** *When you are speaking with a potential client, how do you differentiate? Is there an aha moment when they realize the depth that Aptaria brings?*

**Mr. Lawlor:** Our reputation within the industry and the references that we have and the reviews that have been published through Salesforce app exchange are a big differentiator for us. We started the business ten years ago with application integration as our specialty. Today our focus is on Salesforce.com but integration remains a differentiator for us. We can make Salesforce.com integrate with any enterprise application found in today's organizations.

**CEO CFO:** *Why do you like Salesforce and why is it still the best CRM?*

**Mr. Lawlor:** First and foremost is the presence of the Salesforce app exchange and the ever growing number of Apps that make up the Salesforce ecosystem. These apps in many cases work only on Salesforce.com. When you pick Salesforce as your CRM tool, you are getting access not only to their class leading CRM technology but you also get access to the ecosystem of the hundreds of vendors that offer their services that can plug right into Salesforce sometimes with next to zero configuration. That is the most powerful aspect of choosing Salesforce and it just comes down to mind share. Secondly, the main application for Salesforce is Salesforce Automation (SFA), which is used by salespeople. Adoption of such tools by sales staff is a big challenge for most organizations. Organizations find adoption is smoother on Salesforce compared to any of its competitors because most sales staff already have familiarity with Salesforce.com and most have had a good experience using it and even if they do not have experience with it they know other sales people in their industry that have used it and like it so it makes the adoption that much easier.

**CEO CFO:** *How will Aptaria be different a year from now?*

**Mr. Lawlor:** We are going to continue to grow and enter new vertical markets. We will continue to help our customers navigate the ever changing Cloud computing and CRM markets with mobile and social technologies and with Big-Data and analytics solutions.

**CEOCFO: *In what areas would you like to have more involvement?***

**Mr. Lawlor:** We want to strengthen areas where we are already pretty strong, including financial services and nonprofit. Another area that is growing is being a product development organization. Many companies have an offering but they are not on the app exchange and they want to become part of this ecosystem, so we are seeing quite a bit of interest in many companies getting their offering on the app exchange. We are working with more and more companies helping them develop their apps on the app exchange and we are getting them through the ever more laborious and scrutinized security review process. We expect within a year to have a larger practice helping companies bring their offerings to the app exchange and help them build their apps and get them through the security review process for a public listing on the app exchange.

**CEOCFO: *Why pay attention to Aptaria?***

**Mr. Lawlor:** If you are looking for an organization with deep knowledge of Salesforce.com with over seven years of experience developing Salesforce.com solutions you should pay attention to us. We have a passion for Salesforce.com solutions and we think we know it about as well as anybody out there.

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**BIO:** Andrew Lawlor is a leading authority and published author on cloud computing and CRM technology. He specializes in helping companies and government agencies fully integrate Salesforce and other cloud-based applications with enterprise software.

Since founding Aptaria in 2002, Andrew has led integration and implementation projects for major clients including Citibank, Danone, Colliers International, American Red Cross, and ExxonMobil. Prior to Aptaria, he held IT management positions at Verizon and webMethods.

Andrew holds an Electrical Engineering degree with honors from the University of Maryland at College Park and he studied computer science and electrical engineering at Columbia University's Graduate School. He is a Salesforce.com Certified Developer.

Andrew lives in McLean, Virginia with his wife and daughter. When not working he enjoys playing and watching basketball and playing poker.

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