

Meet Launchcloud

UK startup extends platform capabilities with Sell integrations

About the Company

Launchcloud is a web and mobile service that lets field-based staff create digital forms for the purposes of collecting and analyzing captured data.

The Challenge

Software startup Launchcloud is on a bold mission to create smarter ways of capturing data. Founded in 2012, Launchcloud helps field-based staff create forms, collect data, and analyze results via their desktop and mobile apps. They're digitizing and automating the old-school processes of data capture, and business is booming. CEO, Matt Doyle, discusses Launchcloud's search for a powerful and extendable sales solution with endless integration potential.

With exponential growth on the horizon Launchcloud realized that they needed a CRM to manage their sales and post-sales relationships. "We knew we wanted something of quality that would really work for us," says Matt. "We looked into Zoho and Salesforce but we're a design-centric company, and we wanted to find a user-friendly solution that our team would adopt." It was not long before Matt recognized that usability and design was Salesforce's weakness. "Evaluating Salesforce was extremely difficult and very expensive. We constantly had to lean on support and basic tasks were very complicated." The search came to a sudden halt when Matt saw Sell's "clean interface, digestible data display, and API potential."

The Solution

"We needed a system that connected every aspect of our business, and Sell let us do that in minutes." Over the past year Sell has helped Launchcloud take charge of their pipeline. Features like communication and email tracking brought transparency and accountability to their process, letting the team know exactly how their prospects, leads and customers are doing. With their sales in order Launchcloud decided to take things to the next level by building a seamless integration that syncs Launchcloud with Sell. "Our platform is all about making the lead capture process more efficient. What better way to streamline our customers' sales process than to set up a two-way sync between our platform and Sell." With this integration Launchcloud customers can add a lead, contact, or company to Sell directly from their Launchcloud form. Any newly added form data, including attachments, automatically update in Sell as well.

For developer Mike Hudson using the Sell API was a hassle-free experience. "Everything worked perfectly; the API has always responded to whatever we needed," he recalls. Matt reiterates that the simplicity and ease of using the API has motivated them to pursue new integrations. "When we began integrating with Sell we were essentially discovering the best way to do a two-way integration with a partner. Working with the Sell API has helped us move forward in building a more integrative platform."

These tools help Launchcloud take their sales to the next level faster than ever.

The Results

Today, Launchcloud is able to better meet the needs of its customers through integrations they have built with Sell. "An API is often described as a connector. But for us the Sell API allows us to better help our customers by letting us achieve a true two-way sync with their data. Thanks to the Sell API we've made genuine progress in creating a product that actually communicates with user data instead of simply connecting to it." We are eager to watch Launchcloud's growth in the market as they deliver integrated solutions to their customers.

Success Made with Sell Solutions

These solutions help Launchcloud take their sales to the next level faster than ever.



Rep Productivity

Make every action count with tools proven to make sales reps 10x more productive.



Reporting and Analytics

Uncover data-driven sales insights with robust, out-of-the-box visual reporting.



Sales Forecasting

Create reliable revenue predictions with increased pipeline visibility and cutting edge forecasting tools.