

intro

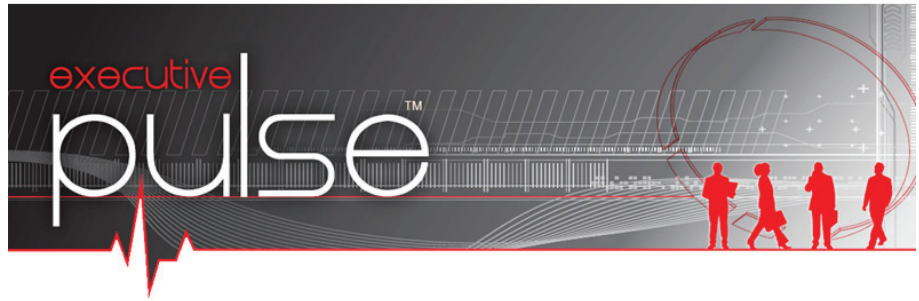
Take advantage of this powerful tool to compliment your Business Retention and Expansion efforts as well as Business Attraction, Entrepreneurship and more. After five years, over 75000 businesses and 8000 interviews, the BC BusinessCounts program continues to evolve and grow.

In 2011, BCEDA negotiated an agreement with ExecutivePulse, the most well respected provider of BRE and CRM tools in North America, to allow for communities to obtain community licenses at a cost substantially lower than what it would cost on their own. Communities save over 50% on normal licensing costs. Over 40 community and regional groups have now purchased sub-licenses from BCEDA representing in excess of 75 communities.

The new ExecutivePulse CRM is a powerful customer relationship management system that seamlessly integrates databases, communication, collaboration and analytical tools with an all-new, user-friendly interface.

This new web-based system has been built from the ground up specifically for economic development and allied professions. By adding optional, affordable "plug and play" modules, you can easily extend core functionality of the database system. These modules work seamlessly within the main CRM system.

Powered By



join over **75** BC communities

enhance partnerships

track all interactions

report on findings



BCEDA

BC Economic Development Association

bceda.ca

With BC BusinessCounts™ and ExecutivePulse, you can:

- **Easily Track all interactions - and report on it:** Manage and track all interactions with key employers.
- **Enhance your Partnerships in your community:** Communicate and collaborate with partner organizations with the click of a button.
- **Track Each Step:** Monitor service delivery for maximum reliability.
- **Powerful and Easy to Use Reporting:** Use powerful reporting features to turn data collected and entered into knowledge and intelligence.
- **Designate Users:** Add users from your community at no extra charge. You can designate users as resource providers to respond to action items, or a variety of other levels in order to provide or restrict access to specific information.
- **Maintain confidentiality:** Specific information on your communities will not be available to others - only to those you designate.¹
- **Easy Implementation:** No downloads or additional hardware is required.
- **Survey Flexibility:** The survey for BRE is flexible to allow you to add additional questions that are unique for your own community. In addition to the primary general retention survey we also offer a lite version allowing for collection of select data.
- **Multi Sected:** We include surveys for various sectors including Manufacturing, Retail, Agriculture, and Professional Services. We can add additional surveys upon request/demand.
- **Business Walks Surveys:** The community will have access to all Business Walk Surveys developed. To date we offer the original Business Walks survey as well as a Retail version. Reporting can be done comparing all business walks completed in the community.
- **Additional Modules:** Each Community will have the ability to add prospect or entrepreneurial modules at minimal costs. While these would be made available to you through BCEDA they are not included in the "BC Business Counts™" program and we would not have access to this data.
- **Updates:** Updates as the BC Business Counts and Executive Pulse make improvements to the system.
- **Training:** Webinars to introduce you to the program and to help you take full advantage of the reporting capabilities. Additional Webinars are offered throughout the year to educate users on recent updates to the system.

Optional "plug and play" modules² (call for pricing)

- **Prospect Module:** Track your interaction with prospects looking at investing in your community.
- **Start-Up/Entrepreneur Module:** Track your interaction with an entrepreneur from when they first start investigating the possibility of starting up right through to when they become an active part of your business community.
- **Outlook Module:** This new module fully integrates your outlook email, calendar appointments and contact information with Executive Pulse. Easily allowing you to track all levels of communication and actions association with your business community.

¹ BCEDA will have access to all data collected provincially in aggregate format.

² Each Module is an additional \$1000 plus annual renewal fee of 20%. The outlook module requires a monthly user fee for each active user.

BC BusinessCounts/ExecutivePulse CRM Benefits (2015)

- All new, highly intuitive user interface that utilizes responsive design
- True CRM functionality to include e-mail, calendar and document integration
- Powerful database, communication, collaboration and analytical tools
- Plug and play module enhancements
- Unlimited use and users within a specific geographic area. No seat licenses.
- Mobile apps for Apple, Android, Microsoft and Kindle devices
- Fully hosted (cloud) solution, including scalable infrastructure, backups and encryption
- Works with all major web browsers and hardware
- No specific software requirements
- Backed by 24/7 in-house live phone and e-mail support
- Unlimited webinar orientation and training
- Technology updates and enhancements made regularly based on user feedback



2015 Pricing³:

Population	Year One Fee	Renewal Fee (Annual)
0 - 10,000	\$1,900 CDN	\$380 USD
10,000 - 20,000	\$2,500 CDN	\$500 USD
20,000 - 50,000	\$3,000 CDN	\$600 USD
50,000 - 100,000	\$3,500 CDN	\$700 USD
100,000 - 150,000	\$5,500 CDN	\$1,100 USD
150,000 +	Call for details	Call for details

³In order to get and maintain a full license you must have an active organizational membership with BCEDA.



BCEDA
BC Economic Development Association

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