borealis

Why choose Borealis stakeholder management software over CRM customization

In today's fast-paced business environment, using the right tools to manage your data is crucial. Relying on spreadsheets, unfit CRMs, or considering costly customizations and coding your own system can lead to inefficiencies, errors, and missed opportunities.

CRMs are not tailored for stakeholder engagement

- CRMs like Salesforce and Microsoft Dynamics are designed for linear sales processes.
- Future upgrades may not align with your needs.
- Over-customization impacts maintenance and user adoption.
- CRMs lack essential tools like email tracking, SMS functionality, integrated GIS, and commitment management.

The risks of customizing CRMs

High failure rate and poor user adoption

- Customizing CRMs for stakeholder engagement can result in a failure rate of up to 70%.
- Poor user adoption due to complexity and lack of ease of use.

Limited out-of-the-box solutions

- CRMs do not offer pre-built reports and dashboards for stakeholder engagement.
- Support for specific stakeholder engagement challenges is rarely available.

Cost and maintenance challenges

- Customization and third-party developers lead to unpredictable costs and extended timelines.
- Continuous maintenance overwhelms IT departments and complicates processes.

+ 1 819 575-6037

contact-us@boreal-is.com

/borealiscsr/

boreal-is.com

Borealis

/channel-Borealis/

Top 3 reasons clients chose Borealis over CRM

1. **Ease of use**: Borealis is user-friendly, ensuring higher user adoption and faster implementation.
2. **Reliable support**: Comprehensive customer support tailored to stakeholder management.
3. **Cost efficiency**: Lower and predictable costs.

Why Borealis is the most advantagous choice

Proven expertise

- Over **500** clients, including major energy and extractive organizations.
- **600,000 hours** invested in product development
- **Over 20 years** of constant product improvement and collaboration with stakeholder engagement experts.

Fit-for-purpose features

- Tools like **email integration**, **smart communication**, **mobile applications**, and **Chrome extensions**.
- Seamless integration with Salesforce and Microsoft Dynamics through **APIs**.

Scalability and flexibility

- Intuitive out-of-the-box features allow for quick customization at a fraction of the cost and time.
- Designed to scale with your business and adapt to evolving needs.

10 arguments against customizing a CRM or coding your own tool

1. **Resource intensive:** Demands significant time, money, and expertise.
2. **Maintenance nightmare:** Continuous maintenance burdens IT departments.
3. **Cost overruns:** Custom projects often exceed initial budgets.
4. **Lengthy implementation:** Custom projects can take months or years.
5. **Scalability issues:** Custom tools struggle to scale with business growth.
6. **Lack of flexibility:** Difficult and costly to implement changes.
7. **Security risks:** Potential vulnerabilities from custom coding.
8. **Dependency on key personnel:** Risk if key developers leave.
9. **Opportunity costs:** Time on custom projects detracts from strategic initiatives.
10. **Unproven solutions:** Custom tools lack the reliability of established SaaS platforms.

In summary, Borealis offers a specialized, scalable, and proven solution designed to meet your stakeholder management needs, ensuring efficiency, reliability, and cost-effectiveness. Save your team from hassle and trust Borealis to deliver what you need with minimal outside help.

SET UP A MEETING TODAY >