

## Aura Technology Group

“ITQuoter CPQ software enables us to generate simple, effective, good-looking quotes for clients in a matter of minutes. I wouldn’t hesitate to recommend ITQuoter to other MSPs.”

**Richard Flanders**  
Customer Services Director  
Aura Technology Group



### The Issue

Aura needed a cloud-based CPQ tool that could produce professional-looking, comprehensive proposals for its customers.

### The Solution

ITQuoter is a 100%-cloud-based CPQ software tool that has been used by MSPs since 1998. Its capabilities meet and exceed Aura specifications.

### About Aura

Aura Technology provides proactive managed IT services for businesses that need stability, strong networks, and limited interruptions. The people at Aura pride themselves on their strategic approach, which is why their customers believe that they stand out from the rest of the market.

Aura specialises in IT services which enhance their customers’ businesses. Their offering is aligned with their customer’s business from the outset.

Their unique consultancy approach means that they go the extra mile to understand more about their customers, such as their current situation and future plans.

### Why Aura Chose ITQuoter

ITQuoter was chosen firstly because it is 100% cloud-based, is easy to use and it provides good-looking, simple-to-edit quotes, proposals and estimates.

Aura also selected ITQuoter because it offers exceptional features such as its comprehensive supplier search facility and its ability to display live feeds on customer portals. ITQuoter also has the capability to accept online signatures.

ITQuoter has UK-based support, which Aura found to be a great resource as they are readily available to help with any issues or queries.



## Aura: Considerations

*Richard Flanders gives more details about Aura's decision to choose ITQuoter:*

"We were using another quoting tool and made the choice to switch to ITQuoter. It has a great look and feel to it from a customer perspective and the ability to create a storefront with live feeds was a great win for us. On top of that, the new proposal module will allow us to produce first-rate documents for our clients.

"Using ITQuoter, my team can generate a simple, effective, good-looking quote in a matter of minutes which are easy for the customer to understand, sign off on and all via a good looking web interface.

"ITQuoter have also worked with us on the integration into our PSA, they have listened to what we need and produced timely patches and developmental changes to ensure we are getting the most out of the product and its integration into Autotask. I wouldn't hesitate to recommend ITQuoter to other MSPs."

## Business Benefits to Aura as a result of using ITQuoter

- Customer feedback on the quote format is very positive
- The purchasing process has improved
- The team have become more productive and are making fewer mistakes

## Key Outcomes

- Easy-to-use quoting software
- Professional-looking proposals
- Smooth purchasing process
- Simplified processes & workflows

**As our clients keep telling us: ITQuoter is the cloud-based CPQ software that tech professionals actually want to use**

## CONTACT US

UNITED KINGDOM +44 20 3885 1085 sales@itquoter.co.uk

NORTH AMERICA +1 (904) 659 9001 sales@itquoter.com

AUSTRALIA +61 2 9252 5222 sales@itquoter.com.au

NEW ZEALAND +64 9 8849 777 sales@itquoter.co.nz

SOUTH AFRICA +27 12 881 8888 sales@itquoter.co.za