Creating order amid the chaos of business

It's a common misconception that small-to-medium-size businesses don't face the organisational challenges of larger companies. Just because a business is small, it doesn't mean things are simple.

Unfortunately, it's a lesson that has long gone unheeded by software development companies responsible for customer relationship management applications. CRMs have traditionally been developed for large businesses and priced accordingly.

Customer relationship management software aims to take the stress out of day-to-day business operations. Multi-faceted programs can keep track of a client's status from initial lead to final payment of an invoice for a product or service, manage internal productivity and handle your accounts.

A lack of CRM software specifically for SMEs struck Quiddity founder and managing director Vivek Trivedi as more than an oversight: "It was an industry problem," he says.

"I was running a small business and I just couldn't find a platform that handled the operations I needed to be taken care of. Instead, we were expected to use a variety of different tools that couldn't communicate with each other. It was a huge gap in the market."

For Trivedi, that gap has become a passion project.

"Business owners can't always be on top of things like sales cycles or employee efficiency, even in smaller businesses, and that's what a CRM gives you. It's just that no one was giving us that CRM."

In response, Trivedi created Quiddity, an all-encompassing business platform

Quiddity is designed to focus on all the more important aspects of running a business.

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"We created Quiddity for ourselves because we needed a single tool that would give us everything we needed to make the right decisions with the right data at the right time," he says.

Quiddity handles tasks including lead management, marketing analytics, invoicing, timesheets, report generation, and even organisational group chats – "we call it Activity Wall", he says. "These are tasks a small business might employ a minimum of two people to handle, so that's two yearly salaries you may save right there," Trivedi says.

"Once our clients saw how smoothly our own operations were running, they wanted to try it for themselves," says Quiddity's product manager, Brendan Fazel.

The rise of subscription software added to Quiddity's attractiveness. Gone are the days

'We built it with a passion for small business and the results speak to that.'
Vivek Trivedi

of huge software bills and lengthy implementation times.

"Our engagements with our partners and subscribers are increasing and they are suggesting we add more practical functionalities, which we usually incorporate in our monthly sprints/roll outs.

"We charge a flat fee of $25 a user, a month. It doesn't matter how many new features we implement; the fee stays the same. It's like an all-you-can-eat buffet," Fazel says.

"And it can be implemented into your system in just a day. Our team poured 18 years of IT experience into development to make sure Quiddity was as simple and enjoyable to use as possible."

Since Quiddity's launch in 2018, Fazel says the platform has evolved "massively. We're now working to incorporate AI into reporting, so you can receive updates on productivity and workflow status when you need to know it, not five weeks later."

Quiddity was built on the firm foundation of Microsoft Azure, which Trivedi says provides unequalled security and stability.

"It has been a success. Once clients start using Quiddity they can see the power of the platform," he says.

"Our motto is 'simple, beautiful workflow', and that's what Quiddity enables. We built it with a passion for small business and the results speak to that."