

**Industry**

Google Apps Reseller

Use Case

Social Selling & Marketing

Leading Google Apps Partner VIWO Gets Nimble

Who is Viwoinc?

Headquartered in Los Angeles with a satellite office in the Middle East, VIWO specializes in migrating companies from their legacy email solutions to Google Apps, with supporting departments that include sales, licensing, operations (including account managers) and support. Said Crisantos Hajibrahim, CEO, "Google Apps is a superior cloud-based messaging and collaboration tool that can make businesses more productive in the cloud."

The Challenge

While VIWO has been providing exceptional customer service through listening and engagement since 2004, they needed a more efficient way to do this online. As a small business supporting other small businesses, VIWO understands that they must support their customer base better than larger IT companies can. To do this they first turned to Google Apps and eventually discovered Nimble, a social CRM available in the Google Apps Marketplace

Using online solutions resulted in a great competitive edge when VIWO began providing services for CompUSA customers - very similar to Geek Squad.

"We supported all of CompUSA's small business needs for them so they could focus on enterprise accounts," said Hajibrahim. "We supported 14 stores and over 2,000

**Crisantos Hajibrahim**

CEO

Viwo

Twitter:

[@viwoinc](https://twitter.com/viwoinc)

Facebook:

[ViWoInc](https://www.facebook.com/ViWoInc)

Site:

viwoinc.com

Blog:

viwoinc.com/blog

“ Nimble supports the aggregation of Facebook, LinkedIn, Gmail into one place saving them tremendous amounts of time.

customers. Scott McMullan and Jeff Ragusa recruited VIWO as the first Google Apps Partner and we also sold the very first license for Google Apps! We are the number one SMB Google Apps reseller.”

Later, VIWO developed LunchBob for Google Apps Marketplace. “LunchBob was built out of necessity for our office employees who were wasting so much time and energy just trying to coordinate lunch,” Hajibrahim said. “LunchBob simplifies this process by organizing your lunch run in a legible and time efficient manner. Create a food run and an email is sent to your lunch buddies. The runner can print the order form or access it on the go.”

Hajibrahim admits that being an entrepreneur was the result of having a hard time working for people. “I knew after the Marine corps that I would probably never ever work for any one ever again. I pretty much had no other choice but to start a business.”

The Solution

Hajibrahim says one of the best things VIWO has done is introduce Nimble to sole proprietors already doing social media. “For example a customer of ours, DedeMed.com, manages Youtube, FaceBook, LinkedIn, Gmail, and website comments from several locations.

Nimble supports the aggregation of Facebook, LinkedIn, Gmail into one place saving them tremendous amounts of time.”

VIWO’s Google Apps customers were looking for a way to manage contacts, communications and day-to-day activities. They also had a need to be able to share contacts with vendors and Nimble provides an easy way to do so.

“ Nimble is unique when it comes to its market product offering, because it has the only unique social integrated CRM for SMB customers.

capture and be able to use a drip marketing campaign like MailChimp. We are slowly getting into Social Media to listen and engage with our customers.” As a forward thinking company, VIWO was one of the first Nimble Solution Partners. “Nimble is unique when it comes to its market product offering, because it has the only unique social integrated CRM for SMB customers. Particularly sole proprietors, which make up the majority of Vivo’s SMB customer base, Hajibrahim continued. “A few of the more advanced customers are looking for a way for lead