

## Member spotlight – Canvas Cloud



Pictured: (from left) Daniel Dibble, president, and Ben Dolar, CEO of Canvas Cloud, LLC.

A business's customer relationship management (CRM) software is a big deal. Choosing – and implementing – the right CRM requires not only choosing the right technology but implementing it in a way that capitalizes on the right capabilities and encourages staff to adopt its use through training and process improvements.

That's what Canvas Cloud exists to do.

Of course, the "how" behind that is rooted in technical know-how, as well as a first-hand understanding of the necessary training, expectations-setting and processes that can make the difference between a really great piece of technology in action and a really great piece of technology that's not offering any value.

Canvas Cloud primarily helps nonprofits and smaller-scale businesses accelerate their missions by simplifying and automating the use of CRM technology. They have a passion for the nonprofit space because they sincerely want to help them focus on helping the communities rather than worrying about their technology.

"We make sure to have a conversation about the business side of

things: What does the nonprofit need overall in terms of technology with the CRM in mind? Then we can create a plan to move that forward," said Daniel Dibble, president of Canvas Cloud. "It's definitely a niche industry."

The company primarily works with Salesforce and Dynamics 365, concentrating in Greater Green Bay which had a void in local resources in spite of being a very industry-rich community, said Ben Dolar, CEO, referring to so many manufacturing and nonprofit organizations with roots here. "Businesses can work with us locally and make an impact locally and community-wide," he said.

Dolar and Dibble cater to small businesses and nonprofits with work that's behind the scenes, creating efficiencies and making impacts that allow these customers to focus on their missions. "Our goal is for at least 60% of our customers be nonprofit. At the end of 2020, we had 62% of our business in nonprofits," said Dibble.

While their focus is local, their client base stretches nationally as customers may have a presence in other markets or are referred to Canvas Cloud. The draw to tap Canvas Cloud

largely comes down to two factors: Transparency, including laying out the time and materials needed for a project upfront by being "over clear," said Dolar, and being a genuine partner to nonprofits and businesses in action and not just words.

"We always ask ourselves: 'If we were running this organization, what makes the most sense and what outcome would we seek?'" said Dolar. "We review their issues and gaps and make decisions that are joint efforts at all times."

The average CRM implementation takes two to three months with a focus on good adoption within the first 12 months. "It's not the system so much as it is the process and adoption and making sure it works for what you are trying to do," said Dolar. "It may be providing a better customer experience, efficiencies in running needed reports, managing volunteers and donations. Whatever it is, the right CRM helps to facilitate that. If they open that door and invest some time on the front end, they can get it back in spades on the other end with efficiencies and productivity."

Learn more at [www.canvascloud.com](http://www.canvascloud.com).

### CHAMBER EVENTS AT A GLANCE

#### **Above and Beyond Healthcare Benefits to Enhance a Caring Culture**

Tuesday, April 13, 11 a.m. – 12 p.m.

Join our virtual workshop to discuss the trends in employee benefit offerings, changes in employee needs, program cost vs. Value and available community support.

\$15 for members, \$30 for nonmembers.

#### **Virtual Coffee Break with Wipfli – Cyber Security**

Wednesday, April 21, 9:30 – 10:15 a.m.

Join our discussion with Wipfli on the importance of cyber security, understanding potential threats and a quick Q&A session.

Free for members.

#### **CYP: Dine n' Develop: The Great Balancing Act: Fitting work and education into a jam-packed life (without losing it!)**

Wednesday, April 21, 11:30 a.m. – 1 p.m.

Join Current Young Professionals' virtual discussion on how you can manage your personal life, professional goals and continue your education without losing it.

FREE for CYP members, \$20 for guests.

#### **Virtual Job Fair**

Thursday, April 22, 3 – 7 p.m.

Looking to fill your workforce? Trying to find the next career move? Attend the Virtual Job Fair where job seekers and employers are able to connect.

Employers: \$250 for members, \$400 for nonmembers

Job Seekers: Free to attend.

**Learn more about all events at  
[events.greatergbc.org](http://events.greatergbc.org)**