



Member Spotlight

Organization Size: 45 employees

Organization Profile

Bill Good Marketing is the leader in providing marketing and productivity solutions to the financial services industry. BGM have helped many financial services advisors double, triple or even quadruple their production. There are over 3,200 users of the Gorilla Marketing® System all over the U.S. and Canada, and thousands more have attended our training seminars, listened to our training tapes, and/or been to our conferences.

Third Party Software

Gorilla CRM Solution
Windows Server 2008 R2
Microsoft Office Professional 2010

Vertical Industries

Financial and Professional Services

Country/Region

United States

Business Need

Hosted Desktops, Mission Critical
Cloud Security

IT Issue

On-premise migration to cloud services

Hosted Windows Desktops for Financial Services

Bill Good Marketing is the leader in providing marketing and productivity solutions to financial advisors throughout North America. Their flagship product, Gorilla 4.0, is a Windows based .NET application that is typically installed on local servers for Bill Good Marketing customers. Gorilla leverages Microsoft Office Outlook, Word and Access to deliver automated letters, emails, and communications that provide the “high touch” solution Bill Good is known to provide.

The Business Need — Competition and Support

According to Bill Good, Chairman, “Our primary challenge was that some clients demanded cloud solutions while others, such as those in a banking environment could, not go there. Our only apparent solution was the development of two different platforms which was just not a viable solution.”

Technology Challenges

“Gorilla 4.0 is a marketing system,” say Bill Good. “Because the application relies on Word, Outlook, and Access connectors for our communications, a cloud solution that does not deliver all the customer’s applications would not work. Gorilla requires the delivery of all the customer’s applications from the same platform—whether local or from the cloud—the customer’s applications and data must be from the same computer servers and file shares.”

“Bill Good Marketing’s on-site server issues are very common in small businesses,” says Tom Poole, CEO of Cloud Nation. “Vertical market software for legal, accounting, healthcare, construction, etc. rely on Microsoft Office to be installed on the same machine. For the small business to make the jump to the cloud, the applications need to reside in the same data center. Hosted Windows desktops are a perfect solution for this requirement.”

Gorilla in the Cloud

The cloud solution came in the form of a hosted Windows desktop. “We met with Cloud Nation and immediately, they provided us with a demo account where we could experience the hosted desktop,” says Bill Good. “They walked us through the migration to the cloud and how Microsoft Office, combined with Gorilla and cloud storage, was a great solution for our customers.”

Good added, “Because of the help we received from Cloud Nation, we were able to quickly deploy a cloud solution and are proud now to offer our clients “Gorilla Anywhere.”

Security and Stability

“Security is a huge concern for Bill Good Marketing and our clients,” says Bill Good. “We deal with significant privacy laws and banking regulations that require the utmost care and attention. We worked with the Cloud Nation team to address our clients’ requirements which has translated into significantly more sales opportunities for Gorilla in the Cloud.”

“Cloud Nation solutions are built on world-class Microsoft and Citrix XenApp solutions,” says Robert Christiansen, CTO for Cloud Nation. “Our deep relationship with our partner technology providers allows us to build the best-of-breed hosted Windows desktop solution available in the market today.”

Promising Future

“We are having tremendous success with Gorilla in the Cloud,” says Bill Good. “Customers see how easy it is to use with a laptop, tablet, or Mac from any internet connection. They do not need to upgrade their hardware, buy a separate copy of Microsoft Office, or dedicate resources managing their server. It just works.”

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