

EDMUNDS

Company Name, "nicknames"	Edmunds GovTech; Edmunds; EGT
Web; social	Website ; Twitter ; LinkedIn
Overview	Edmunds offers ERP and revenue management solutions to small government agencies; Edmunds is focused on agencies serving fewer than 20,000 citizens.
Size	51 – 200 people
Headquarters	Northfield, NJ
Products	Core ERP, HR and revenue management modules
Pricing	Less expensive than Springbrook
Competitiveness	Medium



Edmunds geographies

How We Win

Springbrook offers a modern, secure platform to customers across the US. We're constantly innovating and investing in our solution.

Talking Points

Introduction: Customers who upgrade from Edmunds to Springbrook really like the modern feel, security and scalability of the Springbrook platform.

Questions to ask:

- How modern is the Edmunds platform? Is it secure?
- Are the features you need on Edmunds' product roadmap or are they going to force you to upgrade to a new solution?
- Do you feel like Edmunds is focused on [prospect's state]? (for customers outside of the Eastern US)

Their Strengths

According to customer reviews and surveys, customers are generally happy with Edmunds. Specific strengths include:

- Price point for smaller agencies
- Customer service
- Citizen & business portal (licensing & permitting)

Their Weaknesses

Dated platform: Customers say that using Edmunds is “like using Windows 95”. It works, but it’s severely dated and isn’t intuitive for younger employees.

Trap to set / question to ask: How modern is the Edmunds platform? Is it secure?

Lack of investment: Edmunds is currently building a new platform from the ground up, but it won’t be offered to existing customers. The current platform isn’t receiving ample investment.

Trap to set / question to ask: Are the features you need on Edmunds’ product roadmap or are they going to force you to upgrade to a new solution?

Eastern focus: Edmunds has a large presence in the Eastern US (particularly NJ) but does not have a strong customer base outside of the Eastern US. Springbrook can demonstrate a nationwide focus.

Trap to set / question to ask: Do you feel like Edmunds is focused on [prospect’s state]? (for customers outside of the Eastern US)

Springbrook’s Exposure

Perceived poor customer service: Customer reviews and surveys praise Edmunds’ customer service. Meanwhile, the market still perceives Springbrook as having poor customer support due to issues during Accela’s ownership.

Counter: Springbrook is now an independent company and our customers love the support they are getting. We can provide customer references to confirm this.

Price / value: Online reviews and survey respondents claim the value they receive from Edmunds far outweighs the price they pay.

Counter: Reference case studies that show the value customers receive from Springbrook.

Product Head-To-Head

Item	Springbrook	Edmunds
Utility Billing		
Real-time integration: financials & individual records	✓	✓
Payment plans	✓	✓
UI/UX: device-agnostic platform	✗	✗
Finance / ERP		
Native integration with other modules	✓	✓
Employee self-service	✓	✓
Property tax	KVS Roadmap (Q3 2021)	✓
Security		
Cloud security	✓	✓
PCI compliance	✓	?
Tokenization	✓	?