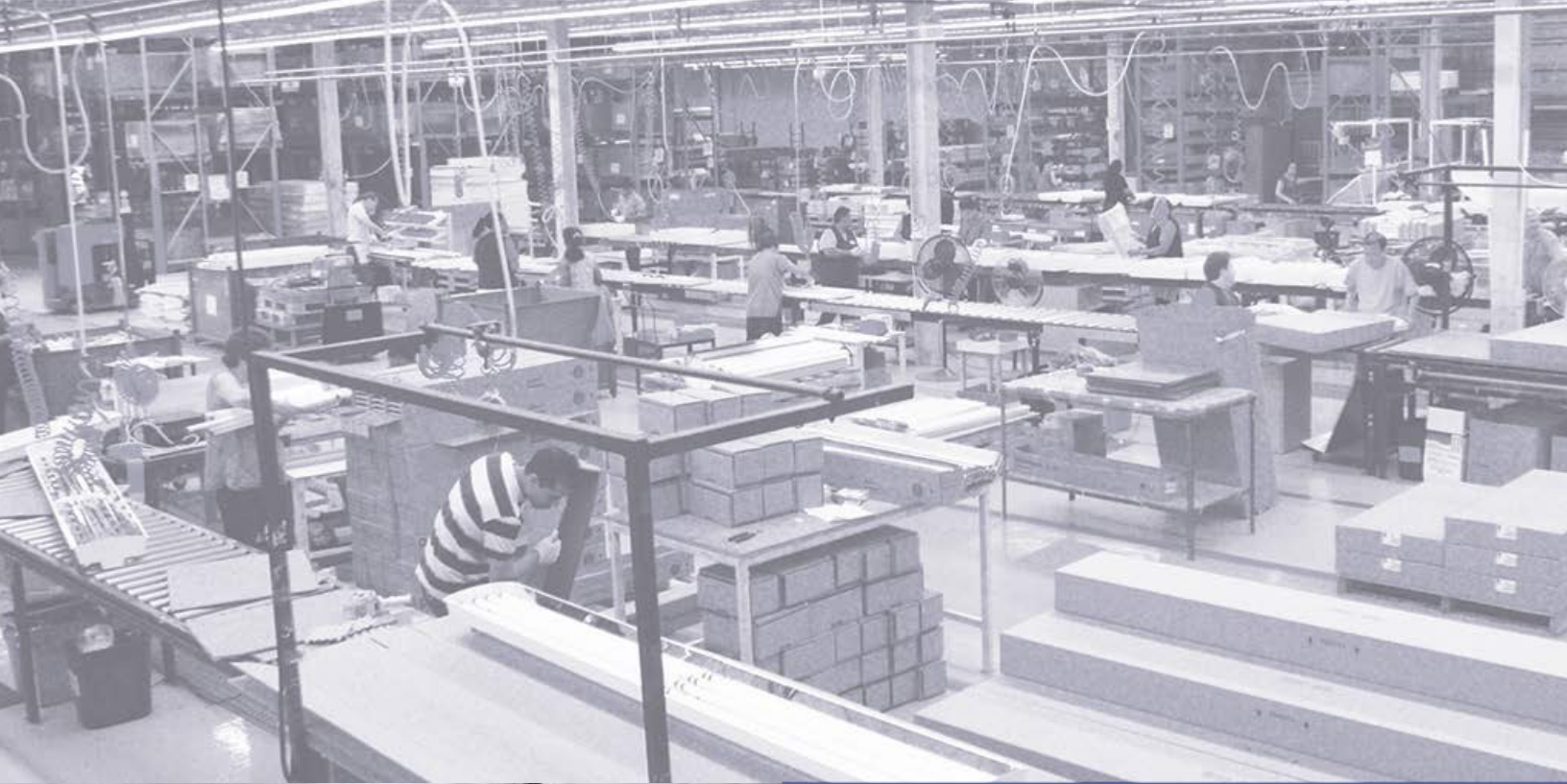


Turning The Lights On:

OnActuate helps Viscor gain better data visibility and achieve a 15% productivity gain with a Custom Dynamics AX and Salesforce integration solution





VISCOR INC

Daniel Wiener

arrived in Canada in 1951 and by 1954 he opened a little shop that would one day become Viscor – Canada's largest independent lighting manufacturer under the Visioneering, Certolux and TBR lighting brands. With over 300 employees, Viscor also specializes in metal fabrication. Using state-of-the-art equipment, they transform raw steel into finished products with advanced engineering, manufacturing and assembly processes. It was time for them to bring their CRM and ERP technology up to the same level of excellence.



Poor Visibility

A growing company, Viscor knows that internal communication and the sharing of data is paramount to keeping all facets of the organization running efficiently, but they had a problem; no data sharing existed between Viscor's ERP, Microsoft® Dynamics AX, and their Salesforce CRM. As a result, two teams that needed to be working closely together, customer service and outside sales, were having difficulties sharing information. While the customer service team was working with Dynamics AX, the outside sales team was using Salesforce. Both teams were duplicating efforts, inputting information into their respective systems and then communicating that information over the phone or by email to the other group. Viscor needed to end this time-consuming workaround and focus their sales team's energy on selling.

The lack of communication between the two systems also meant that Viscor had poor sales visibility. This caused difficulties for sales reporting, capturing opportunities that were coming down the pipeline and allocating staff to follow up on those opportunities. Viscor knew they needed to find an integration solution between Dynamics AX and Salesforce, and they wanted it done quickly – within a six-month timeframe.



Getting Clarity

“They put us on the right track and they kept us on that track.”

Several vendors provided Viscor with proposals for a Dynamics AX and Salesforce integration. They chose the people who were willing to get to know the needs of their entire business: OnActuate. The OnActuate team demonstrated a clear understanding of Dynamics AX and how it could be integrated with Salesforce to deliver the custom solution that Viscor needed. They had the knowledge, the expertise, the resources, and they were able to work strategically to meet the six-month deadline. This impressed John Pannunzio, who manages Inside Sales and Customer Service at Viscor. He was quick to comment, “OnActuate helped us lay out a strategic plan right from the very beginning to help us meet our aggressive timelines. They put us on the right track and they kept us on that track.”

Viscor’s IT Manager, Mahmoud DiMassi, was impressed by OnActuate’s ability to hone in on the problem and find the best solution. “OnActuate came in and took the time to get to know our business. That’s how we knew they would provide us with the right solution.” He continues, “They were able to come up with a system that gave us the tools we needed to understand our opportunities, our sales and our numbers, and that’s what we needed at the end of the day.”





Seeing The Light

As a certified Microsoft Dynamics AX partner, OnActuate specializes in tailor-made solutions to help organizations achieve operational excellence. Their CRM integration for Viscor opened up the lines of communication and data sharing between the two systems – as well as between the two teams that needed it most, customer service and sales. The integration included:

- ▶ ***Mapping Accounts in the CRM to Customers/ Contacts in AX***
- ▶ ***Mapping Quotations from Opportunities in the CRM to AX***
- ▶ ***Mapping Sales Orders in the CRM to Sales Order History in AX***

This new mapping allows the proper data to flow seamlessly and securely between applications.

The OnActuate team are known for delivering an exceptional level of service, support and commitment throughout their implementations, staying true to their “people-first approach.” Pannunzio agrees, “Anyone who has done an integration before knows it’s not easy – for all stakeholders involved. So, when I say OnActuate was easy to work with, I mean they’re the team you want.”



A Brilliant Future

“We’ve realized close to a 15% increase in productivity as a result of the integration, and that number is rising on a daily basis”

By integrating AX with Salesforce, Viscor is now able to share customer, order and sales data across the enterprise. This helps them develop a deeper understanding of their customers and their buying habits, which in turn helps their sales, marketing, manufacturing and customer service teams make better informed, data-driven business decisions. “We’ve realized close to a 15% increase in productivity as a result of the integration, and that number is rising on a daily basis as we get more and more comfortable with the system,” says Pannunzio. “We’ve established considerable efficiencies where we’re able to do more and expand into new territories, without adding personnel.”

Viscor is seeing improvements in productivity and efficiency across the board, not just from the outside and inside sales teams, but at the management and executive levels. The company now has the ability to produce reports, schedule appropriately and essentially see and act on their entire sales pipeline. Pannunzio concludes, “We are now able to supply the information that everyone requires at their fingertips.”

Over 60 years after Daniel Wiener opened his first shop, the Wiener family still runs Viscor. They supply their Canadian made lighting and metal products all over the world, designed and manufactured with leading-edge technical knowhow and a traditional family work ethic. It is this balance, and their proactive approach to improving processes, that allows Viscor to continuously grow and thrive.





About OnActuate

OnActuate offers specific assistance to companies who are implementing, expanding or upgrading their Microsoft ERP applications in Project Management, Migration, Application Development & Testing as well as Risk Management.

3200+

ERP & CRM Users
Implemented and
Supported

60+

Countries served

\$150 Billion

Customer's Annual
Revenue Managed

\$24 Million

Largest Digital
Transformation Project
Delivered

600+ Years

Team Experience

OnActuate is a global IT services and business consulting organization offering services and products to Organizations across multiple industries and disperse geographies, Independent software vendors (ISVs) and Value Added Resellers – VARs within Microsoft world. We at OnActuate have more than 600+ years of collective experience on our team across varied industries, multiple geographies and diverse cultures.

Please contact us if you would like a separate assessment of your current or planned project.

<http://www.onactuate.com/contact-us/>