

## Customer Success: Barnsco

**Founded: 1984**

**Industry: Construction**

**HQ: Dallas, Texas**

**Solution: Salesforce Sales  
Cloud, Infor Inforce & Pardot**

**Project Duration: 3 month**

Barnsco is a wholly owned subsidiary of Kodiak Building Partners which is a US based family of building product distribution companies providing products and services to residential and commercial builders. Barnsco Texas represents the construction supply division of Kodiak and is responsible for manufacturing and distributing many different compositions of concrete related materials and supplies to general and sub-contractors.

Barnsco's success and growth can be attributed to first earning, then building strong customer relationships. To support the relationship selling model, Vice President Marcus Miller made a strategic decision to support the sales team with tools to drive growth and maintain a competitive advantage.

*"Working with Endowance proved to be critical to the success of the integration project. They quickly understood what my expectations were and delivered on time and under budget. They were able to drive the schedule with little input during our busiest selling season"*

*Marcus Miller, VP*

He first deployed Salesforce to help the sales team organize the project bid process. This allowed the reps to more easily keep track of construction projects that were open to bid with their contractor community. Although this was a leap forward in sales automation, what Miller really intended to do was to give them access to even more key information that would put customer information at the sales reps' finger tips.

### **Working with Endowance brought the pieces together**

Miller brought Endowance Solutions and Infor together to bring this vision to reality. The team first had to make the environment ready. Barnsco has Infor SX.e ERP to run the company back office. Knowing that SX.e needed to be the account of record, Miller's decision was to begin the project with an out of the box, one-direction integration from SX.e to Salesforce. In this way, his team could learn how to take advantage of having this information in real time. No longer would they have to call the accounting department to check on order status, or tonnage of product ordered. This proved to be a significant improvement.

**Company Goal:**  
*Standardize on a technology platform that is scalable to meet the business requirements*

Soon afterwards they added credit limits to the information coming from SX.e to enable quicker, more timely decisions related to their customers' purchasing ability. Revisiting the company's Marketing strategy was also on Miller's list of strategic imperatives. Looking to energize the company with new initiatives that would create greater brand awareness especially in undeserved markets, Miller again chose to work with Endowance Solutions to deploy Pardot, the Salesforce marketing automation tool of choice.

### **Quicker Time to Market for Marketing Campaigns**

*"A strong marketing automation platform has been key in revamping the Barnsco marketing strategy. We made Salesforce even better by working with Endowance to integrate with Infor SX.e at a very granular level, enabling our sales and marketing teams to cultivate new opportunities."*

*Marcus Miller, VP*

Pardot enables his marketing team to create marketing campaigns faster. The Salesforce integration with SX.e made key customer data more easily accessible, including orders, shipping information, invoices and receivables. With this information came all of the related contact information which Pardot uses to target net new business, and to cultivate existing business through better lead management. Integration was essential to delivering this valuable data.

They not only raised the level of customer service, but combined with Pardot, Barnsco has a valuable repository of customer/contact related data for multiple marketing campaigns. The company has achieved better alignment of the sales and marketing groups with a focus on lead generation and driving to meet growth targets.

With one source of data and one system in place to manage contacts, opportunities, bids and product sales data, Barnsco has realized a 35% increase in the level of qualified leads, making the sales team a lot happier and selling task much easier.