

## Daman Products

**Founded: 1976**

**Industry: Machinery**

**HQ: Mishawaka, Indiana**

**Solution: Salesforce Sales Cloud  
& Infor™ Inforce**

*"The Endowance team provided us with very good advice on optimizing our business processes and how to fit them into the Salesforce solution. The Endowance Consultants listened to us, then found and built solutions that fit all of our needs.*

*Endowance provided expertise that we couldn't find at other Consulting companies. We discovered needs that weren't addressed out of the box. Many consulting firms would have jumped into a custom-developed solution first. Endowance instead looked first for AppExchange apps we could use, and that saved us time and money."*

*Dave Jaeckel  
IT Manager  
Daman Products*

Being in business for more than 30 years, the ultimate goal for Daman Products is to serve their customers better every day. While Daman found Infor SyteLine to be their ideal solution for the back-office, the users were missing a solid CRM component for their front-office.

The sales process was mainly email-based and the existing CRM system was mostly used for storage purposes. It was slow, inflexible, and upgrades were complex and infrequent. Most importantly, instead of effectively supporting the sales team, it was causing a lot of overhead and inefficiencies.

Daman realized there was a need for a complete solution to provide collaboration between Sales, Service, Distribution, Engineering, and Design Teams, without interfering with people's daily activities.

Salesforce gave Daman the ability to consolidate all of the data that is important to customer-facing people into one system. The benefit was instant access to always up-to-date information. They also found that there was no more tracking of action items through email, preventing the chances of missed customer commitments.

Inforce brings to the sales reps reliable back-office data, so they can make decisions based on real-time information. As early as the first week after going live, Sales Reps were visiting customers that had product issues, and were able to address them right away. They didn't have to say "let me check" to the customers anymore, and the majority of their questions were answered when visiting the customer on-site.