

Customer Success: Doe & Ingalls

Founded: 1986

Industry: Chemicals

HQ: Durham, North Carolina

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

Project Duration: 4 month

Thermo Fisher Scientific, Production Markets, Doe & Ingalls Brand was challenged to deploy the Salesforce product in a global shared instance with other Thermo Fisher Scientific Channel Partners. The company needed to deploy a real-time integration that was streamlined, real time, pre-built and scalable.

Doe & Ingalls plays a significant role in the pharmaceutical supply chain by providing key raw materials to bio-pharmaceutical customers. Their customers range in size from large global organizations to University research labs. It's critical that the Doe & Ingalls team can easily communicate with their clients and keep them informed of any product or delivery changes.

Sales Team Delivers Higher Level of Customer Satisfaction

"The Endowance team was pretty phenomenal. Through the Salesforce deployment they helped to streamline our business process to assist our Sales and operations teams to be more efficient."

Randy Morris, IT Director

When the Doe & Ingalls CRM software provider informed the company they were discontinuing the legacy application, the IT team was faced a challenge even though the timing was perfect. They knew the current solution wasn't being effective for several reasons; the software champions had left the company leading to a user adoption rate drop off, and the application itself was cumbersome and not user-friendly. The company vision was to move the platform to solutions that had a solid, scalable foundation, and would help standardize a CRM for other division sales teams. The IT team also realized by integrating the solution to the Infor A+ ERP system they could provide the sales teams with valuable information that would help the sales team deliver a higher level of customer satisfaction.

Company Vision:
*Scalable solution with
real-time Integration,
pre-built, and standardized
for all sales divisions*

Randy Morris, IT Director went to work. First, he needed to select a CRM solution for the long term and he chose Salesforce. Once the technology platform was selected, Randy needed to find a solutions company who could integrate the components. His prerequisites for selecting the right partner were; industry success in deploying Salesforce, experienced integration expertise with Infor ERP systems, and a company who was flexible enough to work closely with his IT team to see the project through to completion.

Requirements Met with Proven Industry Partner

*“When I did my due diligence
the company that was most
recommended was
Endowance Solutions.
Their experience and
successful implementation
track record was just what we
needed”*

Randy Morris, IT Director

Endowance’s experience with the Infor ION solution sealed the deal. This solution provided the flexibility needed to support the integration needed for rapid, agile deployment of the business solution. Because this was a business focused project, the technology needed to work out of the box and the partner needed to materially participate in the solution within the budget and timeline constraints provided by the business. Endowance met both requirements. The solution fits the company’s need for real time integration, stability for the ecosystem, and scalable for future requirements.

The solution allows Doe & Ingalls to keep customers up to date and in compliance. Previously, when a raw material component changed, the updates to the end user ‘customer’ were done manually. With Salesforce and a streamlined business process, the quality team can immediately determine which customer is using the material in their products and send alerts via Salesforce to advise them of the change. Not only is this important for the public’s safety, but the time savings realized through the integration to the ERP system could in fact be lifesaving.