

Onset Computer Corporation

Founded: 1981

Industry: Manufacturing

HQ: Bourne, Massachusetts

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

Project Duration: 8 weeks

"Our sales people like the solution and are using it on a daily basis. Having a 360-degree view of the customers on one screen, gives them a better understanding of each customer and more time to work directly with them."

Mike Enwright
Director IT Onset

Onset's HOBO data loggers have collected incredible amounts of data all around the world since 1981, from the coral reefs near Fiji, to the volcanoes in Italy. In all of those varied conditions, loggers must not just work correctly, but must provide the data to the owner in real time. The goal is to deliver the same level of service to their customers as they have come to expect from the quality of Onset's data loggers.

Onset selected Salesforce, as the CRM product of choice, integrating with the existing Infor™ SyteLine ERP. The integration, called Inforce, combines ERP-managed customer information within Salesforce CRM data, creating a winning combination that gives their sales team a complete view of Onset's customers.

Onset's team has worked with SyteLine for over 8 years to run their business. Integration between the existing SyteLine system and the newly installed Salesforce instance through Inforce provides even more insight. The result is shorter sales cycles, while continuing Onset's supreme customer service. The Inforce integration gives the sales team access to ERP data like: Quotes, Orders, Shipments, Returns, Invoices, and Receivables details in near real-time.