



# Syncsite Frames Successful Solution for Fypon/ Therma-Tru

## CHALLENGE

Lack of integration between the company's ERP software and its contact management software meant that data was difficult to obtain, and out of date when it was available.

## SOLUTION

Syncsite implemented Infor CRM, integrating it with Friedman Frontier to allow for the seamless exchange of data.

## RESULTS

A full return on investment was realized in just six months. Sales are up, thanks to the reps' ability to share strategic market data with distributors. New opportunities are up, thanks to the extra time the efficiencies afford the sales representatives.



Fypon is the market leader for urethane and PVC decorative millwork products distributed through home stores and contractors across the county. Its products are prized for their workability and longevity, even when exposed to the harshest elements. The company employs more than 700 individuals between its headquarters and factory in Ohio and its factory in China. To turn its wealth of business data into business intelligence, Fypon relies on Syncsite and Infor CRM. "When we implemented Infor CRM and Business Intelligence, we projected a 12 month payback on our investment," explains Jim Moore, Vice President of Enterprise Solutions at Fypon. "In reality we saw 100 percent return on investment in just six months."

## DUE FOR A REMODEL

When Moore was hired the company was using a popular contact management software package that lacked integration with Fypon's ERP software. "The IT department spent the majority of time responding to requests for information. Data was held in the contact management system, the ERP software, in spreadsheets, and other applications. To provide the requested information, IT spent hours, or sometimes days, bringing the data together. Even then, we didn't have any assurance it was reliable because it was coming from so many sources," recalls Moore. Fypon's ERP soft-

- **Client**  
Fypon, Ltd.
- **Industry**  
Building Products  
Manufacturer
- **Headquarters**  
Archbold, Ohio
- **System**  
Infor CRM™, FrontierLink

ware, Friedman Frontier®, was due for an upgrade, and Moore decided to use the opportunity to seek a new CRM solution that could integrate. "We identified Infor CRM as the market-leading CRM software, and it offered integration with Friedman Frontier," says Moore. "Our ERP software vendor recommended Syncsite because of their experience integrating the two solutions. Syncsite did a great job. They migrated our contact management data, completed some extensive customizations, and still had us live within 60 days."

## STREAMLINE SALES REPORTING

Accurate sales reporting and forecasting is a vital component of Fypon's business plan. "Our old system was unable to combine the data from our ERP system and our contact management software. Consequently, our reports were often outdated and undependable. We didn't have the data we needed to make forward-thinking decisions," says Moore. To streamline and optimize Fypon's reporting capabilities, Syncsite implemented Business Intelligence, a powerful business analysis reporting tool capable of bringing together data from different applications into a cohesive set of views and reports. "Using Business Intelligence, we can view sales by customer, by product line, by item, by ship to address, by sales representative, by date — or any combination of those," says Moore.



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# Syncsite Frames Successful Solution for Fypon/ Therma-Tru (continued)

## FYPON

"When we started this project, my goal was to provide answers, not software, and I believe we've succeeded." Jim Moore, Vice President of Enterprise Solutions

## MORE

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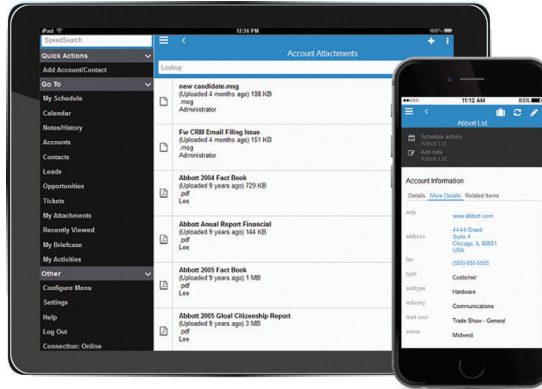
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## WATCH PRODUCTIVITY SOAR

Productivity across the sales team has increased dramatically. "We've seen an increase in the number of opportunities our representatives are generating," says Moore. "Much of it is due to the overall efficiencies of having calendar, email, and customer contact and sales data all in one place and easily accessible." Syncsite configured the software



so that the sales team's laptop computers synchronize to the main database each day, ensuring both in-house and traveling employees have access to current data. Business Intelligence is launched from within Infor CRM when it is selected it automatically loads sales reports related to the active customer record. "Before, when we needed sales data, it was a minimum of three days, if not a three-week turnaround," Moore says. "Now, we can get the information ourselves in about three minutes! It's easy, intuitive, and powerful."

## INFORMATION FUELS SALES

Fypon is using the data delivered by Infor CRM and Business Intelligence to close more sales for a larger variety of products. Moore explains, "The sales representatives are able to sit down with a customer and show them popular products selling in their region, or a listing of what their competitors are selling, or what other outlets within the same company are selling. That information drives sales. We're showing our customers how they can sell more, which of course means they're buying more from us."

## LEVERAGE THE POWER

With sales reporting in full swing, Fypon and Syncsite are focusing on other ways Infor CRM can empower the company. Leads and quotes generated in the ERP software will flow directly to Infor CRM for follow-up by the sales team. Campaigns will be tracked and measured in the software, allowing Fypon to obtain detailed metrics on the success of its various marketing activities. "What gets measured, gets done," says Moore. "Infor CRM is allowing us to measure more than we ever thought possible."

## STRATEGIC PARTNERSHIP

"At this point, Syncsite's value to our organization is strategic. As we've grown proficient with the software, our technical dependence on Syncsite has decreased. Now, we're relying on their strategic understanding of how to put Infor CRM and Business Intelligence to work in ways we might not have considered." Moore concludes, "When we started this project, my goal was to provide answers, not software, and I believe we've succeeded. Syncsite shares that same goal. I don't consider them a software vendor — they're a solutions provider."

## About Syncsite

Syncsite is a premier provider of Customer Relationship Management (CRM), Field Service Management (FSM), Business Intelligence (BI) and Marketing Automation (MA) solutions. Syncsite empowers companies in a variety of industries to manage their business data and leverage this information to strengthen customer relationships and enhance profitability.



727.216.8062 | [sales@syncsite.net](mailto:sales@syncsite.net) | [www.syncsite.net](http://www.syncsite.net)



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