

FrontierLINK – Infor CRM SLX integration with Friedman Frontier ERP

CHALLENGE

CornellCooksonClopay decided the time was right to update their ERP and CRM to improve communications and efficiencies among multiple business units and locations.

SOLUTION

CornellCooksonClopay selected Infor CRM SLX for its solid reputation, functionality and ERP connectivity and the team at Syncsite for their vast experience with the solution and Friedman Frontier ERP integration.

RESULTS

Productivity has improved dramatically as each department is tracking various workflows and quotes. It has made CornellCooksonClopay more effective and efficient. Tracking, QA, work flows, quoting and the entire sales and support process has benefited the most from Infor CRM SLX.



Seamless integration between CRM and ERP provides multiple benefits:

- Centralization of Accounts and Contacts
- Reduction of Data Duplication
- Stronger Visibility and Forecasting
- Cross-Departmental Collaboration
- Easier Quoting and Ordering
- Correct Quoting and Inventory

FrontierLINK from Syncsite provides seamless integration between Friedman Frontier ERP and the award-winning Infor CRM SLX customer relationship management solution. FrontierLINK leverages the transactional information in Friedman Frontier to present a comprehensive and detailed view of your customers' businesses, their history with you and all open and pending transactions. It enables your sales, support, marketing and customer service teams to work within a powerful, user-friendly CRM system while still accessing sales history, order history and status, credit limits and terms and more. It's a combination that will increase staff productivity, enhance your marketing efforts and improve your organization's service levels.

Integration between ERP and CRM helps:

INCREASE PRODUCTIVITY

- Create and maintain account, contact and lead notes and history.
- Single view of the customer available to entire team.
- Generate literature requests and route for fulfillment.
- Track and manage sales forecasts.
- Mobile and tablet functionality keeps users productive anywhere without requiring an app.
- Accounts receivable balances and credit status available to reps anytime, anywhere.

ENHANCE MARKETING

- Create, launch and monitor unlimited marketing campaigns to leads and contacts.
- Select specific subsets for targeted campaigns.
- Launch and track automated, one-off and drip email campaigns to customers and prospects.
- Maintain on-line sales and marketing library of marketing and support collateral.
- Connect Website forms to Infor CRM SLX to eliminate double-entry from submissions, notify team members and trigger automated campaigns.
- Know who is on your Website and when, what pages they viewed and score their activity.

IMPROVE SERVICE

- Initiate and track service requests.
- Alerts and notifications keep workflows moving and staff in the know.
- Be notified via email when orders ship or are delayed for multiple reasons.
- View complete order history from Infor CRM SLX.
- Complete view of customer interactions across sales, marketing, customer service and accounting.
- Be alerted of key accounts you forgot to call last week or for any time-frame.

- more -

FrontierLINK – Infor CRM SLX integration with Friedman Frontier ERP (continued)

CORNELLCOOKSON

“Syncsite integrated our ERP and setup Infor CRM SLX perfectly and with almost no IT support. I'd definitely recommend them to anyone considering the solution.”

Rick Williams, Vice
President of Sales

MORE

For more information on any of our products or services please visit us on-line at:

www.syncsite.net

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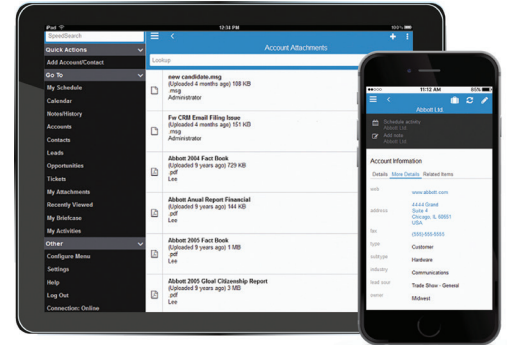
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ACCESS CUSTOMER ORDERS AND QUOTES

- View complete order history from within Infor CRM SLX.
- Monitor period-to-date and year-to-date sales figures.
- View credit balance, average days to pay and more.

ONE VERSION OF THE TRUTH

- Sales and contact data synced between Infor CRM SLX and Frontier.
- Sales and support reps have the data they need to make better and timely decisions.
- Outlook integration for email and calendar boosts productivity.
- Create custom email alerts so nothing slips through the cracks.



ACCESS ACTIONABLE ANALYTICS

- Analyze visits for effectiveness, penetration and frequency.
- Customize reports to meet specific requirements.



Infor CRM SLX and Friedman Frontier ERP software are powerful tools for a business or enterprise to use. Infor CRM SLX handles the sales, support, marketing and customer service information. CRM handles activities such as recording customer interactions, sales tracking, pipeline management, prospecting, creating/evaluating marketing campaigns and

alerting users of needed activities. On the other hand, Friedman Frontier ERP handles the back-end processes and internal information. It takes care of tasks like order placement, tracking, billing, shipping, accounting, and supply chain details. By combining the two, you create a seamless software environment that provides for limitless operational, sales, marketing and accounting improvements that bridges all departments and silos.

About Syncsite

Syncsite is a premier provider of Customer Relationship Management (CRM), Dynamic Financial Planning (FP&A), Business Intelligence (BI) and Marketing Automation (MA) solutions. We empower companies in a variety of industries to manage their business data and leverage this information to strengthen customer relationships and enhance profitability.



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