

EMCO Streamlines Services With Microsoft Dynamics 365 Sales

North American leader in chemical distribution, manufacturing, and packaging ensures real-time visibility and centralized data with the implementation of a customer relationship management (CRM) system.

EMCO[®]
CHEMICAL DISTRIBUTORS

enVista[®]
enabling enterprise commerce™



THE COMPANY

EMCO Chemical Distributors, Inc. distributes, manufactures and packages chemical products for customers across North America.

THE OPPORTUNITY

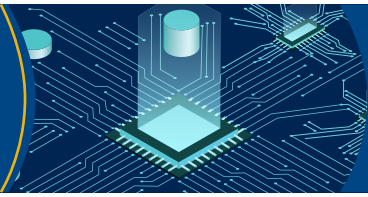
Headquartered in Wisconsin with facilities in Chicago, St. Louis, Elkhart and Canada and distribution concentrated in the Great Lakes area and all of Canada, EMCO has continued to experience significant growth. With this growth, EMCO recognized its need for a system to efficiently handle the tracking of its sales opportunities and the associated product samples. Because there was no central system to store data, sales information was fragmented and siloed, making tracking and reporting a challenge.

A client of enVista since 2015 with long-standing trust in enVista's services and consultants, EMCO looked to enVista's team to identify and implement a solution that fits its specific requirements. EMCO needed a customer relationship management (CRM) system that offered the capabilities to track leads, contacts, opportunities, and accounts. In addition to integrating data from its enterprise resource planning (ERP) system, Microsoft Dynamics AX 2012, that enVista originally implemented, EMCO's sales team needed the ability to create sample requests for these sales opportunities and have those requests be automatically emailed to its labs in the U.S. and Canada.



ENVISTA'S SOLUTION

With EMCO's specific needs in mind, enVista recommended that EMCO utilize Dynamics 365 Sales, leveraging its CRM benefits to track sales records and customer sample requests. EMCO already had enVista's enterprise integration framework (EIF) integration framework installed in its ERP system. enVista leveraged EIF and Azure Logic Apps to integrate EMCO's legacy AX 2012 ERP data into its Dynamics 365 Sales. Despite it being a customized integration that the company had never before implemented, enVista was able to navigate the challenges of COVID-19, deploying the software remotely and going live a month ahead of schedule and under budget.



Dynamics 365 Sales is designed to provide tools to service customers at every touchpoint. Benefits include:

- Increasing customer retention
- Managing interactions with customers
- Increasing collaboration within your organization
- Creating customizable reports and dashboards
- Easily integrates with other business applications
- Ability to use anywhere, anytime on mobile

“When EMCO needed a partner to help with our CRM search and implementation, we turned to enVista for that assistance,” said Robert Korman, Vice President of Distribution at EMCO. “enVista helped us steer through the multiple CRM products on the market and guided us to Microsoft Dynamics Sales platform. The implementation of the CRM went ahead of schedule and below budget. This was due to our teams working together and enVista’s availability to solve issues quickly and their extra effort to provide us with a product we can grow with.”

THE RESULTS

With the implementation of Dynamics 365 Sales, EMCO now has one centralized location to track customer and vendor contacts, customer accounts, leads, sales opportunities, and sample requests. EMCO migrated over 6,000 business contacts into its CRM and is now able to track all historical interactions and sales opportunities, as well as retain ownership of business contacts. Additionally, the company’s sales team has the ability to use the Dynamics 365 Sales application via the web browser or mobile app from anywhere. This new system provides real-time visibility to sample requests for both the sales and lab organizations within EMCO.



Let's have a conversation.TM
877-684-7700 or info@envistacorp.com