

SMB Suite

Customer Success Stories

Niagara Selects SMB Suite

for an integrated CRM-based cloud marketing solution

Niagara Conservation manufactures water conservation and energy efficient products. Because they sell directly to consumers and other businesses, they wanted a way to reach out to both existing customers and potential prospects to provide them with relevant sales and marketing materials without a significant time commitment. With SMB Marketing they are able to leverage their existing CRM records to target product and industry-specific marketing groups within their accounts for nurture marketing as well as track visitor activity to their website.

Niagara Conservation is one of a growing class of manufacturing businesses that sell to both retail businesses and end users. This business model is great for Niagara's bottom line, but they knew that they could be making better use of their customer and prospect database to grow repeat sales and close new business that was in their system but hadn't quite agreed to buy just yet. In other words, they wanted a simple way to tell the right people about what makes Niagara so special.

SMB Suite's integrated cloud ERP solution powered by Microsoft Dynamics was exactly what they were looking for. Besides being able to manage all of their inventory, order processing, customer records and financials, SMB Marketing provides core marketing analytics and turnkey marketing activities for any CRM Record.

Niagara was able to continue the same sales process they had always used and the SMB Marketing module was able to create targeted marketing campaigns directed at any or all of the contacts in Niagara's CRM system. Just like that, the work they were already doing has exponentially more value with very little up-front configuration.

Business Issue:

Supporting and marketing to a growing number of business and retail customers. Managing complex manufacturing and fulfillment in one complete solution.

Competitive Solution Evaluated:

NetSuite

Why SMB Suite:

Business application platform for growth with low cost of ownership. Fully integrated Microsoft CRM, ERP, eCommerce, SMB Service and includes implementation services, ongoing premier business desk support all for a low monthly fee.

Niagara Solution:

5 Users of GP, 10 Users of CRM, SMB Service Foundation