

SMB Suite

Customer Success Stories

Niagara Selects SMB Suite

for a fully-integrated cloud Customer Service Solution

Niagara Conservation manufactures water conservation and energy efficient products. Because they sell directly to consumers and other businesses, they wanted a smarter way to service their existing customers and they needed seamless integration between sales, service and the financial accounting systems. With SMB Suite they're now more attuned to their customers' needs and they have a simple solution to manage all of their account and product records.

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 it creates all sorts of headaches managing the inventory and fulfillment for these two very different types of customers.

Niagara wanted a solution that would make order fulfillment easier while also enhancing the customer service department's ability to address customer needs.

SMB Suite's integrated cloud ERP solution powered by Microsoft Dynamics was exactly what they were looking for. Because of the powerful "Warehouse and Distribution" module it became a snap to fulfill orders and manage inventory from multiple warehouse locations.

At the same time, all customer purchase and support records were integrated into the cloud environment so Niagara could better assist customers by seeing their complete history and offering actionable help. Several custom Service Dashboards and performance KPIs were implemented as well, so the support department could track how well they were responding.

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