

Hudson Technologies Inc. Chooses Gold Certified ISS Group and Microsoft® Dynamics Customer Relationship Management v4.0

Challenge

Hudson Technologies Inc. (Hudson) is a division of the JSJ Corporation, a company based in Grand Haven, Michigan, which designs, develops, markets and brands a group of durable goods and services throughout the world.

JSJ Corporation employs more than 1,800 people worldwide who provide products and services to companies like Audi, Caterpillar, Ford Motor Company, General Motors, GE Healthcare, Harley Davidson, Herman Miller, Lockheed Martin and X-Rite. Hudson Technologies (formerly Hudson Tool & Die) employs more than 240 people located in Ormond Beach, Florida, and is the leading manufacturer of precision, deep-drawn enclosures, or cases, and stampings.

Hudson did not have a 'centralized' Customer Relationship Management system within their organization. They were ineffectively storing all their Customer data in their ERP application, as well as in custom developed Microsoft Access databases, which they were using to generate Quotes to clients and prospects. Because none of the Customer and Contact information was stored in a central location, maintaining consistent and accurate information, as well as retrieving the data from the many disparate databases was causing significant inefficiencies within their Marketing and Sales operations.

Solution

- ❖ **Microsoft Dynamics Customer Relationship Management (CRM) Version 4.0**
- ❖ **ISS Group's iBridge and iClient Integration Solution**

Hudson selected Microsoft Dynamics Customer Relationship Management 4.0, a full Customer Relationship Management suite with Marketing, Sales, and Service Capabilities that are fast, familiar, and flexible, helping businesses of all sizes to find, win, and grow profitable Customer Relationships; giving Hudson the capability to easily create and maintain a 360° view of their Customers from first contact through purchase and post-sales. *"We really liked the Microsoft solution for a number of reasons," states Kate Holcomb, Brand Manager at Hudson "Microsoft CRM helps us maintain the personal service. I now have access to all interaction records with each customer regardless of the group they've dealt with here and that's invaluable."* In addition to Microsoft Dynamics CRM 4.0, Hudson selected ISS Group's integration solutions **iBridge®**, which provides real-time integration and bi-directional functionality between Microsoft Dynamics CRM and QAD's EA solution. They also implemented **iClient®**, an employee Web portal for QAD EA providing Sales Order Entry, Order Inquiry, Stock Status Inquiry, A/R Inquiry and many more functions; offering **real-time** transaction processing and data transfer within QAD EA. *"The utilization of ISS Group's integration solutions offering real-time transactional data was extremely appealing", adds Holcomb.*

Benefits

By utilizing Microsoft Dynamics CRM v4.0, along with ISS Group's Integration Solutions, Hudson will be able to effectively maintain a centralized data repository to store and track all Customer, Contact and Sales related information. They also will have the ability, using Microsoft Dynamics CRM's Word Mail Merge functionality, to generate and track formatted Sales Quotes. Seamless, real-time integration is achieved for Customer, Sales Order, Invoice and Product data from their ERP system via the ISS Group's iBridge solution; and with the ISS Group iClient solution, Hudson users will have the ability to perform real-time ERP functionality such as Sales Order Entry, Accounts Receivable Inquiry, and Stock Status Inquiry without the users having to switch between their CRM application and their ERP application. *"We are delighted with the service we received from the team at ISS Group", recalls Holcomb, "If you call them and say 'this is what I'm trying to accomplish,' they really think it through, come back with the best solution and help you put it in place."*