



An Epicor to Salesforce Success Story



*Jitterbit delivered on what it promised, and promised what it delivered.*

- Jeffrey Uy, Business System Analyst II

## THE COMPANY

Headquartered in Tulsa, Oklahoma, Tulsa Winch Group (TWG) manufactures **winches, hoists, gear drives and electronic monitoring equipment** mostly for the **energy industry**. A division of Dover Corporation, TWG is made up of **six different companies**. Collectively, TWG also serves businesses in the mobile crane, oil field, towing, government, heavy hauling, utility, construction, refuse, and aerial work platform markets. Dover Corporation employs more than **26,000 people worldwide** and is traded on the New York Stock Exchange under the symbol "DOV". Dover is ranked **360th on the Fortune 500**. Despite all success TWG had achieved in recent years, had still had a problem.

## THE CHALLENGE

The company's back office ERP system was **not integrated** with its front office CRM system. This made the **quoting process cumbersome**. Manual rekeying of information introduced **costly errors**. Duplicate data resulted in **questionable reporting**. TWG sales representatives were required to access many different applications to get the basic information they need to complete quotes. This **hurt the adoption** of the CRM system, resulting in a **lack of productivity** in the front office and **wasted license fees**. Management decisions were even compromised by **bad data**.

### BEFORE



Quoting process cumbersome



Rekeying of information introducing costly errors



Duplicate data



Management decisions compromised by bad data

### AFTER



Quotes take less time to create



Less manual entry



Better data quality



*The ease of setting up integrations has been fantastic. The support from the Jitterbit team is fantastic and they ensure that the product is performing the way we need it to.*

- Jeffrey Uy, Business System Analyst II

## OUTCOME



Increased adoption leads to higher employee productivity, retention and satisfaction



Increased ROI from investment in Salesforce



Faster and more accurate decision making



## THE SOLUTION

The Jitterbit Harmony Platform. A full-featured cloud integration platform that brings together data, apps, and devices with and without coding. Using Harmony, organizations like Tulsa Winch Group can quickly and easily orchestrate, automate, and integrate various applications, business processes, and data views. Our philosophy represents a belief in meeting people where they are; solving the problems that matter and providing the tools to achieve their goals and evolve their business. Jitterbit Harmony makes it easy to integrate your systems so you can focus on what you do best.



## THE RESULTS

Using Jitterbit, Uy was able to connect Epicor with Salesforce and automate the quoting process. With integration, quote take less time for the field to create. They require less manual entry. The data quality has improved in both systems. The increased adoption of Salesforce which in turn has led to higher employee productivity, sales rep retention and customer satisfaction. Better data has given management the confidence to make faster and more accurate decisions. For this product, and other good service, Jeffery was promoted. He plans to use Jitterbit for projects in the future.

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