

HITACHI
Inspire the Next¹

Pyrotek Customer Success Story





CUSTOMER PROFILE

Pyrotek is a leading international company supplying aluminum, foundry, glass, zinc, steel, noise control and hearth customers with performance improving technical products, integrated processing systems and consulting services worldwide.

Privately owned since 1956, Pyrotek offers industry-leading technical expertise and global resources with 66 locations in 31 countries.

INDUSTRY:

Specialty Metals
Manufacturing

LOCATION:

Spokane, WA (U.S. HQ)

Dynamics CRM Customer Success Story

Pyrotek leverages Microsoft Dynamics CRM Online and SharePoint Online to improve collaboration on sales opportunities, resulting in accelerated sales cycles and increased close rates

As Pyrotek grew, it became increasingly difficult for global sales teams to access and collaborate around up-to-date data and customer information. People had to switch between multiple applications, and management found it difficult to analyze pipeline and activities. By deploying a sales automation solution built on Microsoft Dynamics CRM Online and SharePoint Online, Pyrotek enabled its sales teams to easily view customer, order, and sales data in one place and to collaborate on customer service. The solution has improved customer satisfaction, accelerated sales cycles and increased close rates.

THEIR STORY

As the Pyrotek sales organization rapidly grew to more than 400 people, it became increasingly difficult for account managers, sales engineers, and managers to access real-time data about customers and accounts. The company's sprawling systems now encompassed eight isolated Lotus Notes implementations, which tracked activities for team members in more than 30 countries and over 30 manufacturing locations worldwide. As a result, Pyrotek personnel had to navigate across different applications, place multiple phone calls, or initiate lengthy email threads to track customer orders, analyze sales pipelines, and compare actual sales to forecasts.

"We contended with database silos as well as data saved on individual laptops," says Andy Maxwell, Pyrotek Director of IS. "Our sales team could not always provide immediate responses to customers inquiring about their orders, and our management team sometimes found it difficult to run sales activity reports and to identify sales situations that required escalation."

The best fit for the company culture

To resolve these issues, Pyrotek sought a sales automation solution that would consolidate sales information on a single platform and that could serve the entire organization from a single installed base. The company further hoped to identify technology that would help simplify business processes by connecting sales to other operational systems, including ERP, communications, and collaboration.

Pyrotek quickly narrowed the list of candidates to Microsoft Dynamics CRM Online, Salesforce.com, and Pivotal CRM from Aptean. As the company tested each solution, Microsoft Dynamics CRM represented the lowest cost and most straightforward integration with existing applications.

In addition, Microsoft Dynamics CRM Online stood out for its ease-of-use and fit with Pyrotek's company culture. "A key factor was our employees' familiarity with the ribbon interface that's consistent across all Microsoft applications," Maxwell said. "We also knew that we could also leverage the bi-directional integration that exists between Microsoft Dynamics CRM and Microsoft Outlook."

Cloud solution simplifies maintenance and improves user experience

During the planning stages of the deployment, Pyrotek confirmed that it made sense to deploy a single instance of Microsoft Dynamics CRM Online in the cloud, rather than several instances on-premises around the world. "The cloud approach means we don't have to worry about replicating multiple databases from our different markets," Maxwell says. "With Microsoft Dynamics CRM Online, we only need to maintain one copy of the database. All company CRM information is stored in one central location."

Pre-deployment testing also proved that the cloud-based solution offered better performance than serving multiple local instances from Pyrotek's data center in Washington State. "Our remote users experience much better connectivity, and forms load faster from the Microsoft data center," says Maxwell. "This contributes to a more positive user experience than connecting to an on-premises installation."

The ability to switch seamlessly between online and offline experiences was also a deciding factor. "Our sales team regularly faces connectivity issues, so offline usage is critical," explains Joe Tarulli, the Corporate Sales Development Manager for Pyrotek. "Microsoft Dynamics CRM offers an offline experience very similar to the online experience."

Connected people and processes drive process efficiencies

In addition to consolidating customer information from across the global organization, the solution ensures that Pyrotek sales teams have ready access to complete product documentation, customer contracts, and other relevant account documents. The solution enables people to save files from Microsoft Dynamics CRM or Microsoft Outlook to a collaboration portal built on Microsoft SharePoint Online, and to quickly browse and retrieve documents saved by their peers.

"The integrations between Microsoft Dynamics CRM Online and SharePoint Online allow us to extend the benefits of each into a single solution and to gain greater

Why did Pyrotek choose Hitachi Solutions as their Partner?

"The technical expertise and system knowledge Hitachi Solutions has brought to Pyrotek has without question been critical to our CRM program. We would not be enjoying the success we are today without their invaluable assistance."

Joe Tarulli, Corporate Sales Development Manager - Pyrotek Inc.

business process efficiencies,” Tarulli says. “We continue to accelerate our sales cycles and increase our close rates while becoming more efficient in the way we manage accounts and sales activities.”

Focus on high-impact activity helps increase revenue generation

The connected sales automation solution supports one of Pyrotek’s major corporate efficiency objectives: To do things in one place, one time, through one process.

With all customer and account information—including data pulled automatically from the Infor ERP platform—consolidated on Microsoft Dynamics CRM Online, sales teams have access to the information they need in a single application. Individually tailored dashboards provide sales people with real-time updates on late orders, open orders, sales performance, and their pipeline. Armed with this information, they can manage their territories more efficiently.

In addition to improving the efficiency of sales teams, the connected solution has improved collaboration between the sales organization and internal teams, and it has provided management with real-time insight into pipeline status and sales performance.

“Microsoft Dynamics CRM makes our sales personnel more effective by reducing the amount of time they spend on non-value-add activities and by creating more time to spend with customers,” Tarulli emphasizes. “And sales managers can now focus more time on training and coaching in relation to high-impact customer activities. Both of these enhancements have a major impact on our revenue-generation potential.”