

## Success Story

# Effective Laboratory Supplies

## Salesforce and Sage digitally transform specialist mining laboratory equipment provider



Effective Laboratory Supplies (Pty) Ltd (ELS) is a specialist in the supply of sample preparation and laboratory equipment to the mining Industry.

Since its inception, over 30 years ago, the company has grown into a market leader, building strong relationships with all the major mining houses in Africa. ELS has extensive experience in executing large projects; successfully securing their reputation as a company that delivers.

### Company Facts

#### Overview

- X Location** Ormonde, Johannesburg, South Africa
- X Industry** Mining
- X Website** [www.effectivelab.co.za/](http://www.effectivelab.co.za/)

### Success Highlights

#### Challenges

- X** Decentralising the Sales team
- X** Creating a full mobile work force
- X** Transitioning to Cloud
- X** Visibility of all needed information across Back and Front office.

#### Solution

- X** NES Salesforce-Sage Connector
- X** Salesforce
- X** Sage 200 Evolution

#### Benefits

- X** Work from anywhere
- X** No recapture, no duplication
- X** Responding Quickly and Intelligently
- X** High Adoption Rate
- X** Rapid:
  - Time to Value
  - Return on Investment

### Challenging business environment

ELS offers the mining industry a one stop solution for all their sample prep and laboratory needs. *“The challenge in providing a huge product range from hundreds of manufacturers and wholesalers is complex.”* – States Gareth Arnold, Managing Director, ELS.

*“Becoming highly proficient in data management has been our key in being able to provide fast and efficient service.”* – Arnold continues.

### Making decisions for growth and transformation

ELS realised, that to transform and better serve their customers, they would need to look at adding a more robust Customer Relationship Management (CRM) component on top of their Sage 200 Evolution package, which was already in place and managing their Back-Office effectively. ELS had effectively been running with the Resolve module within Sage 200 Evolution to track and manage Sales Opportunities from a new Enquiry to Invoice, but it was time to raise the bar.

ELS were looking for a CRM solution that would enable their Sales team to get closer to the customer and the decentralisation of the Sales team was the first step in scaling their business.

*“We had two main criteria when looking at various CRM solution, namely, mobility and simple integration to Sage 200 Evolution and Outlook.”* says Arnold.

In the end Salesforce won the race in the selection of the correct CRM solution for ELS. Salesforce has several key features which attracted ELS’ interest in the platform namely

- Scalability, a vast app ecosystem, ease of use, Artificial Intelligence and mobility.

*“When we were presented with the integration solution and implementation methodology that New Era Solutions (NES) had developed, proceeding with the project was a no brainer.”* says Arnold.

## Implementation

Scott McKenzie, Managing Director at NES, states *“The NES Salesforce-Sage Connector, for Sage 200 Evolution, is the only one in existence. This, along with our Quick Start approach to deployments, made the solution a hand-to-glove fit for ELS.”*

Through NES’ vast experience of more than 20 years deploying Front and Back Office solutions, as well as integration, NES understands the importance of breaking down silos and allowing the correct information, at the correct time, across your entire organisation to enhance speed, accuracy and to decrease rework and errors.

*“Our Quick Start deployments are aimed at getting our customers up and running in the shortest amount of time, with rapid ROI, which in today’s subscription-based world is crucial.”* added McKenzie

Solution growth, expansion and stability is best achieved through the system being used, and as such a Minimum Viable Product (MVP) that returns value is the only starting place, with an open path for growth and business specific requirements from there.

The integrated solution at ELS now ensures that Customer Account and Product information and data is synchronised between Salesforce and Sage 200 Evolution, enabling the ELS team to:

- Generate email-ready and printable Quotes directly from Salesforce,
- Moving from Opportunity all the way through to Sales Order seamlessly, with minimal effort, with the solution being fully cloud based.

*“With all our customer data and communication in one application our Sales team respond to customers’ needs quickly, intelligently and from anywhere in the world.”* says Arnold.

Business Owners and Key individuals within small, and medium, size business, do not always have the resources and time to test every operational scenario prior to going live with new software during an implementation. Even though experience tends to show that the implementation of software can be extremely disruptive and difficult, Arnold states that *“This implementation has been a different experience and the feedback from the Sales team has been incredibly positive.”*

## Partnering for Growth

Over and above the selection of the correct technology product for your business, it is crucial that you find a partner that can complement and assist in your journey of digital transformation and growth.

In reflecting on NES as implementation partner, Arnold states that: *“NES is small enough to understand the nuances of our business, whilst having a team large enough to have a variety of specialised skills to solve the entire spectrum of challenges that integration brings, efficiently and timeously. They are professional and a pleasure to work with.”*

McKenzie concluded with: *“ELS has the recipe right and understand that smaller manageable pieces of work added on, creates greater value, quicker, provides a whole that is more than just the sum of its parts. NES are looking forward to a long relationship with ELS ensuring that their systems support their business growth and that their transformation is an overall success.”*

## What will the future hold?

Since the initial implementation, ELS has set to work in adding more and more building blocks to their solution, from their future state roadmap and wish list. These include, to name but a few:

- Further optimisation of the Quoting process in Salesforce.
- Refinement of the Quote templates in SDocs as generated directly from Salesforce.
- Integration with their product Catalogue system to Salesforce and Evolution through Scribe.
- Creation of Sage 200 Evolution company templates for multi company creation and management.
- Business Intelligence reporting across multiple Evolution companies.
- Transactional (Sales Order and Purchase Order) Integration between multiple Sage 200 Evolution companies.

*“In time, we see the entire business running on the Salesforce platform where all Customer, Supplier and internal data and communication are centralised in an intelligent manor, allowing Sales, Operations and Finance to work seamlessly on an easy to use, intuitive interface.”* concludes Arnold.

## About New Era Solutions

Founded in 1999, NES began with a core focus on ERP implementations in the Financial Services and Distribution sectors. Our customer base has broadened significantly and today most of our customers fall into the Distribution, Manufacturing, Retail and Service Based sectors.

At NES, our sole purpose is to improve our customers' lives. We do this by transforming software into innovative solutions that provide total control and the foundation for growth. We believe in building long term relationships with our customers that are based on trust, open communication and adding real value to their businesses

NES fully understands and drives full lifecycle implementations of complete business solutions for medium and large businesses in this space. With customers across South Africa, United Kingdom and North America.

NES specialises in integrated and customisable IT solutions in partnership with global specialists in Enterprise Resource Planning (ERP), Customer Relationship Management (CRM) and Mobility. Offering a single-source solution where customers benefit from one seamless working relationship that has all the right connections.

## About Salesforce

Globally, Salesforce is the leading CRM platform in the market and is a cloud-based solution that can scale from one User to thousands of Users. It also covers all aspects of Customer interaction from Marketing to Sales and Service.

Sales Cloud is the most widely used of Sales tools and Sales Automation software, speeding up and streamlining all phases of sales from Lead Management to Analytics and Forecasting. Thanks to Sales Force Automation (SFA) from Salesforce, more than 100,000+ Clients and 2 million subscribers worldwide can manage people and processes more effectively, pursue more business in less time, and close more deals

Transform your Customers' experience with intelligent service conversations. From the Contact Centre to Self-Service Communities, social media and beyond, make your Agents smarter and your Customers happier by connecting them on one service platform.

Salesforce work with companies across every industry and company size. Our customers are redefining success reporting, on average, a 35% increase in customer satisfaction.

## About Sage

Sage is the market leader for integrated Accounting, Payroll, and Payment systems, supporting the ambition of the world's entrepreneurs.

Sage transform the way people think and work, enabling their organisations to thrive. Every day, all around the world, our 13 000 employees and local networks of Accountants and Partners support and enable business builder success.

Like many of the businesses Sage serve, Sage began as a small business and has grown beyond what seemed imaginable at the start. Today over 13 000 Sage employees now support millions of entrepreneurs across 23 countries as they power the global economy.

Sage helps drive today's business builders with a new generation of solutions to manage everything from money to people.

Their social and mobile technology provides live information so you can make fast, informed decisions anytime, anywhere in the world. Sage supports our business builders for life by offering choice, support, expertise, and innovation. Sage champions your causes and provide advice and support when you need it most.