



Customer Success: CoverSports

Founded: 1874

Industry: Manufacturing

HQ: Philadelphia, PA

**Solutions: Salesforce &
OneOffice Duet360™ Enterprise
for Infor Visual**

Partners Since: 2019

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**Charlie Dwyer,
Marketing Manager**

Success through Attention to Detail

Philadelphia-based CoverSports is an American manufacturing success story, becoming an undisputed leader in the field of industrial and athletic fabric products and covers for sporting venues throughout the country. CoverSports traces its roots back to D.C. Humphrys, when in 1874 it began by manufacturing coverings for wagons.

One of the oldest continuously manufacturing companies in the United States, CoverSports has evolved over time to serve clients ranging from professional sports teams to individual coaches, turf or facility managers—all while providing an "old-fashioned" emphasis on superior customer service. Employees see to every order detail, regardless of size while stocking the industry's broadest selection of fabrics, at virtually any price point.

Lack of Visibility between CRM and Infor Visual ERP

As a manufacturer with a deep selection of materials and verticals ranging from athletic textiles to industry grade awnings, fulfilling increasingly specialized custom orders with a quick turnaround was becoming a challenge.

Charlie Dwyer, Marketing Manager at CoverSports, has 15 years of industry experience in marketing distribution. Joining the CoverSports team in 2018, Dwyer saw the acute need for a new reliable and robust CRM system to meet increasingly complex sales needs.

CoverSports was experiencing uptime and reliability issues with their present CRM integration into the Infor Visual ERP system. Additionally, the sales team was struggling to onboard and find the relevant customer information needed to build out their sales funnel.

According to Dwyer, "The previous CRM didn't work as promised. The information our team needed wasn't readily available. Most of the reporting was simply an Excel spreadsheet, leaving a whole lot of analysis to the user. Management could not easily view sales performance in a dashboard because the data was extremely difficult to present. I'm sure a lot of the data was recorded, but the effort it took to access was a non-starter."

OneOffice Duet360™ Delivers End-to-End visibility between Salesforce and Visual

Dwyer ended up pivoting to Salesforce, the industry leader in cloud-based CRM, in the hope of developing a streamlined tool that would share information effectively and reliably with Visual. Ease of use was also key to allow onboarding the CoverSports team quickly.

Discussing the company needs with CoverSports' Visual ERP partner, as well as separately with Salesforce, Endowance Solutions' OneOffice Duet360 was highlighted as a solution to connect Salesforce to the Infor Visual ERP system. Endowance's experience with manufacturing companies and with Visual ERP was key to Dwyer's decision to implement the solution.

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Duet360's Salesforce-Visual integration provides sales representatives with information such as Contacts, Ship-To, Bill-To, Products, ERP Quotes, Customer Orders, Shipments, Invoices, Receivables and Customer Returns data in Salesforce from desktop or mobile. For CoverSports, the end-to-end visibility provided by the integration meant that it was no longer necessary to make these specific information requests from the back office, saving the sales team time and improving overall customer satisfaction.

A Reliable Tool for Continued Growth

As CoverSports looks ahead to growing their direct-to-consumer sales and marketing arm in 2021, the digital marketing ROI tracking made possible by Duet360 is a key part of the planned expansion. "Associating Google click ID with Salesforce records and Visual activity is another major goal as well as getting precise ROI for our digital marketing."

Ultimately, for a company as seasoned as CoverSports, the core functionality and scalability of any technology investment is critical to long term business growth. Smoothly integrating CRM and ERP systems is important to improve business processes and create an infrastructure for continued growth and longevity.

In Dwyer's words, "The one thing we were really looking for was stability and reliability. OneOffice Duet360 has been very easy to use in that way. The reports that we have and use the most are based heavily on the information made available by the integration of our front and back office system with Duet360."