

Customer Success: Clyde Industries Inc.

Founded: 1924

Industry: Machinery

HQ: Atlanta, GA

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

Partners Since: 2020

Maximizing Efficiency for Safety and Reliability

Clyde Industries is the leading manufacturer of highly engineered boiler efficiency and cleaning systems, spare parts and services, for the global pulp & paper industry. The company is a leader in providing equipment and aftermarket part solutions for industrial applications in North America, South America, Scandinavia, and Indonesia.

The company's mission is to provide high-quality on-load boiler cleaning devices and related services enabling their customers to run safely and reliably while preventing costly downtime caused by underperforming equipment. Applying the full potential of remote monitoring and IIoT (Industrial Internet of Things) technology, Clyde Industries' central focus is to drive equipment reliability up and processing costs down for boilers used in the pulp, industrial, and utility industries.

The Data Merger Between Asset Management and CRM

Clyde Industries not only provides the equipment, but a host of related services and aftermarket assistance to support customer operations, with a focus on helping established and emerging pulp & paper customers. Being both a manufacturer and a service provider, Clyde Industries needed an asset management system capable of cataloging their diverse products located around the world to assist the service arm of their business, operating in North America, South America, Scandinavia, and Indonesia.

As John Edenfield, New Products & Systems Monitoring Manager at Clyde Industries describes "While evaluating different asset management options, the team came across Salesforce—which had the advantage of being both an asset management solution and CRM tool capable of solving a host of our growing business needs." As Clyde Industries began to set up Salesforce's capabilities, they realized they would need a reliable integrator to connect Salesforce with Infor Visual, their current ERP system.

"We went through several iterations to properly view order line-items in Salesforce. The Visual information would not sync correctly with Salesforce because the data-mapping process was not intuitive between the two systems."

"Endowance's OneOffice Duet360 product is a perfect fit for us. It was a seamless connection with Visual ERP. Their deep product experience in the Visual ERP space was a huge advantage for us and a decision driver."

John Edenfield, New Products & Systems Monitoring Manager

A Reliable Integration between Visual and Salesforce

Understanding the criticality for accurate data-mapping, Clyde Industries looked for a solution to simplify the integration process, data sharing, and with proven, world-class dependability.

“Endowance knows how to get data from Visual into Salesforce and make the data useful for us. Thanks to Duet360, the information is easily accessed in Salesforce in real-time.”

John Edenfield, New Products & Systems Monitoring Manager

“When we asked our Salesforce representative who was the best company to work with, Endowance’s name came up right away,” says Edenfield. “Endowance’s OneOffice Duet360 product is a perfect fit for us. It was a seamless connection with Visual ERP. Their deep product experience in the Visual ERP space was a huge advantage for us and a decision driver.”

Robust knowledge of Infor Visual and Salesforce enabled Endowance’s PIP (packaged integration program) solution to deliver accurate mapping out-of-the-box. Clyde Industries now has a single source of truth for information and real-time syncing of information between the two systems. “Endowance knows how to get data from Visual into Salesforce and make the data useful for us. Our revenue is determined by product codes, which correspond to part numbers. We need to know if a part in a line item is for a particular service, or a spare part, or new equipment. That information was buried in previous reports. Thanks to Duet360, the information is easily accessed in Salesforce in real-time.” Viewing order intake per account based on the different customer business segments is available and always updated. This has proven to be very helpful to prioritize accounts and grow the business.

Lightning Fast Service as a Key Tool for International Growth

As the business conditions of the global market continue to evolve, a top service provider must be both rapid and efficient. This is especially important in the current climate, where site visits might be limited due to concerns stemming from Covid-19 or international travel restrictions.

As Edenfield explains, “Looking forward five years, we see a huge opportunity for growth coming from our service industries. We began our integration with two main objectives. Integrate the two systems delivering decision-making information into Salesforce. Now, we’re in the process of building our asset management system—taking our existing accounts, their assets, and locations around the world. Our vision, which we’re building with Duet360, is to have a fully data-driven idea of where we need to do business and how our business is performing.”

Clyde Industries sees IIoT as a significant strategy to grow aftermarket sales across the production and service arms of their business, crucial to future growth and delivering upon their company mission.

“Leveraging Salesforce Field Service and using OneOffice Duet360 from Endowance, we believe that when we understand our market better, we’re able to provide service that’s faster and more complete.”