

General Plastics Manufacturing Company

Founded: 1941

Industry: Plastics

HQ: Tacoma, WA

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

Partners Since: 2019

A Cross-Industry Leader in Manufacturing

General Plastics Manufacturing Company has been a leading innovator in the plastics industry for over 70 years, manufacturing rigid and flexible polyurethane foam products and build-to-print composite parts. Through its network of distributors, General Plastics exports products to 25-plus countries for diverse commercial, industrial, military, and composite-manufacturing applications.

General Plastics is unique in the high level of customization and specialization in their products, working closely with customers throughout the design process, feasibility, fabrication, and delivery of custom parts.

Manufacturing Insight Requirement from Sales Team

Mike Larson, Senior Information Systems Manager, manages all of General Plastics' software applications and infrastructure, including CRM systems. After recognizing the need for a comprehensive and robust CRM platform and weighing several options, the company decided on Salesforce. The company's previous CRM solution had run into trouble when attempting to view manufacturing data that was synced from the Infor Visual ERP system. Larson knew he needed to give the sales team one place to track leads while still understanding the real-time status of all order related information.

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Mike Larson, Senior Information Systems Manager

Ease of use and the ability to personalize solutions for their customers were also critical requirements for General Plastics' unique lines of business. "Knowing our users, they're going to have specific requirements that won't be met by an off the shelf product. You would think ERP-CRM solutions coming from the same vendor would work well together. But that's simply not the case. Often those solutions aren't built in house but are bought from different corporations. While the brand might be the same, the technology simply isn't."

Larson notes that a major challenge they faced was the update process around customized integration solutions. "It was definitely a challenge to make changes. Often, CRM application updates would break customizations and we'd have to go through this convoluted process to redeploy those solutions. From a management perspective, it was an onerous, time-consuming task."

A New Look at Manufacturing Data with OneOffice Duet360

It was General Plastics' specific requirements and reliable integration with Salesforce that led Larson to select Endowance's OneOffice Duet360.

"As we were evaluating vendors balanced against the other Salesforce implementation partners, it was reassuring to talk to a company that understood the applications we used," noted Larson. "Then there's the technology piece. 85-90% of the functionality already exists with OneOffice Duet360. Endowance's Infor Visual experience meant we didn't have to start from scratch. The team quickly understood what we were trying to do and helped us figure out the best way to get there."

OneOffice Duet360 also provided other unique benefits to General Plastics, namely user-defined fields and auto-populating product tracking numbers directly into Salesforce, along with increased visibility into shipping and invoicing information critical to managing the sales funnel. "That was one sticking point," explains Larson, "I always had to call our order entry folks to get a tracking number for our customers. Now, with Duet360, it's all there."

On-hand Data for a Remote World

As the dynamics of sales continue to shift in the wake of the Covid-19 pandemic, General Plastics has become even more reliant on technology and integration to access the critical data for sales growth.

"Now many of our sales folks are completely remote and are not doing much traveling. Having Endowance on standby as a critical support partner, knowing they are just an email away alleviates the burden on my team. It's nice having another set of expert eyes to quickly answer questions and address other needs.

General Plastics plans to utilize Pardot to further expand their marketing efforts, especially in the realms of marketing automation and customer segmentation evaluation, no matter where in the world sales teams are based. The data now available through the integration with Infor Visual will help to drive this effort.

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