

## ANH Refractories Company Chooses Microsoft® Dynamics Customer Relationship Management (CRM) v4.0 and ISS Group's Integration Solution, iBridge™ for MFG/PRO®

### Challenge

A valued client of ISS Group, ANH Refractories Family of Companies (ANH) is a family of companies that sells and services under a well-recognized trade, service and brand names: AP Green, North American Refractories Company, and Harbison-Walker. These businesses provide high-grade fireproof ceramic refractory products and services for high-temperature applications in the cement and lime, energy, chemicals, non-ferrous, metals, glass, iron, and steel and environmental technology industries.

ANH is running various systems – including an Enterprise Resource Planning (ERP) application; an in-house custom-developed CRM system; a Cognos data warehouse; and Microsoft SharePoint®. In addition to these systems, sales forecasting and budget data is being maintained in Microsoft Excel® spreadsheets which are manually pushed and pulled between the Sales Department and Management within the organization. Contacts were kept in various locations according to each individual's preferences and important competitive information for Customers was incomplete – causing inaccurate analysis for potential sales opportunities. While ANH has attempted to integrate these systems together, their ultimate goal is for a “consolidated” environment where all vital data can be easily obtained from one or two main access points, instead of being scattered amongst several disparate systems.

### Solution

- ❖ **Microsoft Dynamics Customer Relationship Management (CRM) Version 4.0**
- ❖ **ISS Group's iBridge Integration Solution**

ANH selected Microsoft Dynamics CRM 4.0, which is a fully integrated customer relationship management (CRM) system that gives them the capability to easily create and maintain a clear view of their Customers from first contact through purchase and post-sales. In addition to Microsoft Dynamics CRM 4.0, ANH selected ISS Group's integration solutions **iBridge**, which provides real-time integration offering bi-directional functionality between Microsoft Dynamics CRM and their ERP system, QAD's MFG/PRO.

### Benefits

By utilizing Microsoft Dynamics CRM 4.0, along with ISS Group's iBridge solution, ANH will be able to maintain a centralized data repository to store and track all Customer and Sales-related data, including competitive data for Customer installed equipment and forecasting/budget data for sales analysis. A real-time, seamless integration is being achieved between the ERP and the CRM applications utilizing the iBridge solution, thereby removing confusion created by scattered information throughout disparate and disjointed systems. In addition, ANH will now have the ability to initiate built-in CRM workflows and drive the Budget/Forecasting process from within Microsoft Dynamics CRM, with the final approved Budgets loaded into Microsoft Dynamics CRM for query and reporting against actual Sales.

ANH and ISS Group are working together to implement this solution for twelve of their key employees, which is scheduled to be live by Fall of 2008. Upon successful completion of this initial phase of the implementation, the balance of ANH's Sales and Service employees (approximately 100 Users in total) will be scheduled for rollout by the end of the calendar year.