



Interstate Connecting Components, Inc.

Company Facts

- Location: Lumberton, New Jersey
- Industry: Distribution
- Number of Employees: 115
- Web site: www.connecticc.com



“The efficiency is what sold us on this solution. It’s all one click—that’s the basis of our success with Prophet 21® CRM.”

Joe Murphy, Director of Information Technology | Interstate Connecting Components, Inc.

Epicor® Prophet 21 Built-in CRM Capabilities Help ICC Bring It All Together

Interstate Connecting Components, Inc. (ICC), of Lumberton, New Jersey, a distributor of military and industrial connectors, was an early adopter of Epicor Prophet 21 in 1999. Since then, the company has grown to 115 employees and annual revenues of \$34 million, servicing customers including Lockheed Martin, Northrop Grumman, Raytheon, Boeing, and General Dynamics.

ICC’s use of Prophet 21 has continued to evolve, most recently expanding to include Customer Relationship Management (CRM) in August 2010. The system is now being used by ICC’s 20 salespeople, including four field sales employees.

According to Joe Murphy, Director of Information Technology at ICC, “We had been experimenting with another CRM program, but of course, it’s only as good as the information you bring into it. The trouble with CRM is it’s a separate system. We wanted to increase the data visibility for our sales reps, and since the customer contacts, industry information, and other data all resided in Prophet 21, it would have created extra work to get that into a separate program.”

Success Highlights

Challenges

- Introduce a cost-effective Customer Relationship Management system that will encourage utilization and increase the data visibility for company sales reps

Solution

- Epicor Prophet 21 with CRM Capabilities

Benefits

- Setting up CRM with Prophet 21 simplified the data retrieval process and made it much more efficient, by having it all in one system
- Sales reps only need to click once for full visibility into an opportunity
- Adoption/utilization increased tremendously
- Call efficiency/planning is much better
- Can get a quote back to the customer on the same day, which provides a competitive advantage; quote/order ratio has increased as a result

“Just One Click”

Utilization of the Prophet 21 CRM system has been very high since ICC implemented the solution. “Once we set up CRM with Prophet 21, it simplified the data retrieval process by having it all in one system. Now, with just one click, a sales rep can manage customer accounts, tasks, opportunities, and so on,” noted Murphy.

“We’ve seen a measurable increase in the productivity of our sales reps,” he said. “They can more easily keep track of ‘hard touch’ CRM tasks (such as a visit to a customer) via activity codes and IDs in Prophet 21. Our call efficiency and planning is much better, and management can see the whole trail of activities in the system.”

In addition, there is built-in workflow for routine processes in the Prophet 21 system; it connects tasks, follow-ups, and reminders. “For example, for an out-of-stock item, the rep can set up a quote at zero pricing, which sends an alert to the purchasing assistant to get the actual cost, and then the rep sends that back to the customer who requested it,” said Murphy. “In many cases, this allows us to get a quote back to the customer on the same day, which has given us a competitive advantage. We’ve seen our quote/order ratio increase as a result.”

Scott Jacobs, President of ICC, states that the CRM functionality also has touch points across non-sales team members. “With the CRM system available in each department, all employees can take advantage of the Prophet 21 CRM toolset,” he notes.

Efficiency Wins the Day

According to Murphy, “The efficiency is what sold us on this solution. It’s all one click—that’s the basis of our success with Prophet 21 CRM.” Sales management graphs, reports, and forecasting are all built in, allowing ICC management to monitor trends and create system-generated tasks and alerts. (E.g., if a quote is greater than \$5,000, it requires an approval.)

In addition to the benefits to the company’s sales, which have continued on an upward trend, ICC has also enjoyed significant cost savings by implementing CRM in Prophet 21. Observed Murphy, “You’d be foolish not to start CRM if you already have Prophet 21. We saved \$40,000 over implementing a separate CRM solution. It’s very expensive to get CRM off the ground; if you already have it in your ERP system, why not use it?”

About Epicor

Epicor Software Corporation is a global leader delivering business software solutions to the manufacturing, distribution, retail, and services industries. With 40 years of experience, Epicor has more than 20,000 customers in over 150 countries. Epicor solutions enable companies to drive increased efficiency and improve profitability. With a history of innovation, industry expertise, and passion for excellence, Epicor inspires customers to build lasting competitive advantage. Epicor provides the single point of accountability that local, regional, and global businesses demand. For more information, visit www.epicor.com.



Contact us for more information on Epicor Products and Services

+1.800.776.7438 info@epicor.com www.epicor.com

Worldwide Headquarters

San Francisco Bay Area
4120 Dublin Boulevard, Suite 300
Dublin, CA 94568 USA
Toll Free: +1.888.448.2636
Direct: +1.925.361.9900
Fax: +1.925.361.9999

Latin America and Caribbean

Bldv. Antonio L. Rodriguez #1882 Int. 104
Plaza Central, Col. Santa Maria
Monterrey, Nuevo Leon, CP 64650
Mexico
Phone: +52.81.1551.7100
Fax: +52.81.1551.7117

Europe, Middle East and Africa

No. 1 The Arena
Downshire Way
Bracknell, Berkshire RG12 1PU
United Kingdom
Phone: +44.1344.468468
Fax: +44.1344.468010

Asia

238A Thomson Road #23-06
Novena Square Tower A
Singapore 307684
Singapore
Phone: +65.6333.8121
Fax: +65.6333.8131

Australia and New Zealand

Level 34
101 Miller Street
North Sydney NSW 2060
Australia
Phone: +61.2.9927.6200
Fax: +61.2.9927.6298