



# LINK DATA INTEGRATION CASE STUDY

*BraunAbility manufactures high-quality, safe, reliable transportation options for the wheelchair community and works with a nationwide dealer network to connect solutions with individuals. With over 40 years of mobility expertise, BraunAbility is dedicated to providing the best wheelchair lifts and wheelchair accessible vehicles on the market.*

## CHALLENGE

When BraunAbility replaced both their ERP and CRM platforms, they knew that integrating the solutions was key to meeting their goals of empowering Sales and providing customers and dealers with better service. “Our ERP worked great for back office work but not for anything customer-facing,” explained Elaine Haschel, Customer Experience Manager at BraunAbility. “Our Salesforce CRM worked great for customer and dealer work, but didn’t have any of the information it needed from our ERP system—we were stuck.”

To fully leverage both platforms, integrating them would be critical. “Pre-integration, we had three separate systems – an ERP, Salesforce, and a dealer portal – and they weren’t talking to each other,” said Haschel.

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**– ELAINE HASCHEL, CUSTOMER EXPERIENCE MANAGER**

## FAST FACTS

BraunAbility

Transportation Options  
Manufacturer

Headquarters: Winamac, IN

Employees: 501-2,000

Type: Privately Held

[www.braunability.com](http://www.braunability.com)

## BRAUNABILITY'S KEY SOLUTION

### REQUIREMENTS:

- Give sales reps a fast, easy way to access information on the fly
- Provide faster, better customer service
- Improve dealer communication and relationships
- Streamline processes between systems
- Reduce or eliminate manual processes
- Consistently and centrally store key information such as warranty registrations

### SOLUTION

BraunAbility chose Luxent's LiNK data integration solution to address their need to integrate disparate platforms and bring improved visibility, accuracy, and efficiency to employees, customers, and dealers.

"We looked at other vendors but their solutions were too high-level. Luxent was the only one able to go deep enough to complete a sophisticated integration like we needed," recalled Haschel. As an example of the required sophistication, warranty registrations were at the top of the integration priority list.

"Warranty information is absolutely critical to us, our customers, and our dealers," explained Haschel. "We were plagued by manual and double entry of this information from one system to another and Luxent really helped us figure this out. Now, warranty information goes into Salesforce and gets pushed to both our ERP and the dealer portal. This piece alone cut several hours out of a person's working day."

### RESULTS

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ensured the right information flows between them, it's like a whole new world of efficiency has opened up to us," said Haschel.

Key results include:

- Warranty information is consistently captured and shared across platforms (ERP, Salesforce, dealer portal)
- Easy to pull reports that access information in multiple systems
- Outside sales reps can see invoices, product info, etc. on the fly
- Data processes have been centralized and streamlined

"An integration is not an overnight flip of the switch—you have to understand that in order to be successful with an integration, you're looking at spending serious time with your data and processes. Having a partner that's responsive, available, and willing to talk through your options and ideas is so important to getting the outcomes you want and need."

