



LINK DATA INTEGRATION CASE STUDY

Uniseal is a leading provider of epoxy, polyurethane, PVC and acrylic materials for the global transportation industry. Its material solutions are used in passenger vehicles, light trucks and commercial vehicles to make them safer, more fuel efficient and stronger while providing design flexibility and improved process functionality.

CHALLENGE

As many manufacturers can attest, supporting disparate sales teams is no small feat. After implementing Salesforce CRM to centralize and standardize sales activities, Uniseal needed a way to ensure important ERP information was available via Salesforce. “There were two things we wanted to do,” explained Jayne Allerellie, Product Manager and Salesforce Administrator. “First, we needed to give the sales team the information it didn’t have access to, and second, we needed to drive user adoption in Salesforce. To do both, we needed the systems to talk to each other.”

FAST FACTS

Uniseal

Industry: Custom Adhesives and Sealants Manufacturer

Headquarters: Evansville, IN

Employees: 51-200

Type: Privately Held

www.uniseal.com

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– JAYNE ALLERELLIE

PRODUCT MANAGER AND SALESFORCE ADMINISTRATOR, UNISEAL

KEY SOLUTION REQUIREMENTS:

- Give the sales team visibility to key information stored in the ERP system
- Encourage adoption of the Salesforce platform
- Replace manual processes around data sharing that led to redundancies and compromised data security

SOLUTION

Uniseal selected Luxent's LiNK data integration solution to provide the integration between its ERP and Salesforce CRM platforms. "From the beginning, Luxent was thorough and professional. It was clear the team understood our questions and their proactive communication helped us feel confident they would work well with us and our timeline," said Allerellie. The Luxent integration team worked with Uniseal to scope, design, and ultimately implement the LiNK data integration solution.

"What stood out to me was the true partnership of Luxent and the ability of the team to interpret what I wanted, proactively warn us about potential problems, and help us with best practices," Allerellie went on. "They were hands-on in a way that taught me exactly how the data would flow from one system to the other and how I could troubleshoot challenges in the future. Who knew a data integration project could end up being enjoyable and energizing?"

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RESULTS

"Everything's matching up perfectly," Allerellie says of the completed project. "Sales has the information it needs, our worldwide teams are all looking at the same Salesforce dashboards and information, and we're continuing to build on the infrastructure put in place with Luxent."

NOTABLE RESULTS:

- Sales has a dashboard tracking how they're doing and pace against goals
- Salesforce user adoption has exceeded expectations
- Sales is proactively thinking of ideas for how they can use Salesforce and build on its functionality

