

## Salesforce and AscentERP enabled the integration of the entire sales, warehouse, operations and accounts business processes

### THE OPPORTUNITY

With large potential growth and an 80+ international distribution network, GeoSLAM needed a soup to nuts system that would manage lead tracking, their sales and distribution network, operations and fulfillment, alongside manufacturing, inventory management, procurement and service delivery, with an integration into their accounting system.



*"We wanted a force.com solution for our CRM and ERP requirements that would integrate into a cloud based accounting system, allowing us to align our business processes to enable efficiency and effectiveness throughout our supply chain, whilst providing data and analytics that help drive the decision making in the business."*

**Helen Leivers, Business Systems Manager**

### PARTNER IMPACT

The hub of the GeoSLAM system was the ERP solution AscentERP. This had to support sales transactions which would bi-directionally synchronise with Xero. The sales system required some custom product and pricing, which was linked to the AscentERP inventory system to manage the quote to order to fulfillment and cash process. A community provided visibility to external distributors.

#### CLOUD:

Sales, Service, Community

#### INDUSTRY:

Manufacturing & Distribution

#### Apps:

AscentERP, Conga,  
Ascent4Products, Ascent2Xero,  
Xero

#### PARTNER ROLE:

Integrated Solution Provider