



SUCCESS STORY: HUMPHRYS

The Client:

Humphrys is a leading manufacturer of industrial tarps, canvas and fabrics in North America. They provide a wide range of solutions for protection and cover needs meeting the most demanding environmental conditions. Their CoverSports division provides branded solutions to many of North America's most popular professional sports teams, stadiums, and sporting venues. Their Awnings division provides architectural solutions to meet the needs of commercial, industrial and consumer customers.

The Challenge:

Humphrys growth and strategic investments in new process technology demanded new solutions to manage and support their end-to-end inquiry-to-order process. Humphrys solutions across all divisions are based on meeting specific detailed requirements which can vary greatly from customer to customer. Humphrys needed a solution which would integrate with their existing ERP software and provide a seamless sales support tool across all its divisions enabling them to receive customer inquiries from the web, phone, email or from the field with which they could convert, track and convert inquiries into quotes and orders.

The Solution:

WIN was introduced to Humphrys through DVIRC, a leading provider of services to small and mid-sized manufacturers in the northeastern US. WIN helped identify the platform, Jitterbit, and provider, Endowance, to integrate Humphrys VisualERP system to Salesforce SalesCloud. Working alongside Endowance, WIN designed, configured, and deployed a VisualERP and Salesforce SalesCloud solution, including real time lead tracking, sales metrics, quote, and order tracking enabling a full 360-degree picture of customer transactions and engagements across all divisions.

The WIN:

This collaboration by DVIRC, WIN and Endowance has led to an integrated lead-order-solution across Humphrys Divisions enabling real time visibility into the full sales, order fulfillment and production pipeline and provides a platform for increased productivity and profitability at Humphrys.

"Our ERP, Visual, is not an easy program to integrate with, but we managed to build a stable connection to a well-thought-out salesforce workflow with the help of WIN."

Charlie Dwyer

Marketing Manager

Humphrys