TOKARA SOLUTIONS®

GrafTech International

Manufacturing

Pivotal CRM

Who They Are

Founded in 1886, **GrafTech International is a leading manufacturer of high-quality graphite electrode products** essential to the production of electric arc furnace steel and other ferrous and non-ferrous metals. Located in Brooklyn Heights, OH, GrafTech employs 1,300 people worldwide with revenues exceeding 1 billion annually.

Solutions

For GrafTech, they determined over a decade ago that Pivotal CRM possessed the flexibility they needed to grow and adapt as their business changed over the years. As GrafTech's exclusive Pivotal partner, **Tokara has provided all their Pivotal enhancements and system maintenance since 2014 via our Remote Application Management (RAM) Program.** When GrafTech made the strategic decision to augment their IT team so their Pivotal instance could **provide maximum value to their end-users,** they knew Tokara Solutions would successfully implement their strategies into their already moving machine. Working closely with the Associate Director of Sales and Operations Planning, Tokara successfully implemented the updates that ensured GrafTech's goals were reached.

> "The (Tokara) team collaborated with them to decide the best practices to support their internal customers."

Success Story

With Tokara Solutions' guidance, CRM seniority, and Pivotal expertise, GrafTech has **deployed complex quoting processes, trafficking, backend system integrations, and UI improvements.** Tokara Solutions works closely with GrafTech to design, develop, test, and deploy each new update to Pivotal as their business evolves as the result of their competitive environment and changes in regulations.

> "Tokara's ability to help map Pivotal to ever changing business requirements make them the perfect partner for GrafTech."