



Phoenix Contact

Manufacturing

Pivotal CRM

Who They Are

Phoenix Contact **manufacturers electrical products** and solutions for all aspects of electrical engineering and automation.

Globally, Phoenix Contact has revenues near \$2.8B USD and is focused on being a strong partner to their customer base. In the United States, Phoenix Contact is headquartered in Middletown, PA and globally in Germany. Worldwide, they employ more than 12,000 employees within subsidiaries in over 50 countries.

Solution

Like many manufacturing customers, Phoenix Contact needed to tightly integrate their Pivotal CRM system with their backend ERP system so that opportunities could seamlessly flow into orders and then to the factory floor to become deliveries. Phoenix Contact extended this approach with a complex data warehouse and other backend systems that feed and receive data from Pivotal. **Tokara Solutions followed our corporate values of stability and consistency** by providing a consistent resource over several years. Tokara's dedication has allowed Phoenix Contact access to an extremely strong Pivotal resource with in-depth knowledge of Phoenix Contact's systems.

— “ —

Tokara Solutions provides us with critical technical and developmental support for our Pivotal implementation at Phoenix Contact. John Hodgson and Steve Benson have been trusted partners since our initial go-live and continue to provide effective and appropriate solutions for our evolving CRM needs.

— ” —

Bob Tarman, Business Systems Manager

Success Story

Originally, Phoenix Contact migrated off of a legacy CRM product to Pivotal by utilizing our assigned resource. Subsequently, Tokara Solutions' resources worked closely with the IT department to **enhance Pivotal's SFA sales process for a complex product suite**. Tokara also worked to tightly integrate Pivotal into several additional systems. Tokara Solutions continues to work side by side with Phoenix Contact to design, develop, test, and deploy new updates to Pivotal as required.

— “ —

Tokara Solutions' vast experience in CRM combined with Pivotal's ease of customization, allowed the application to be an integral part of Phoenix Contact's day to day functioning.

— ” —