



J Morita USA

Manufacturing

SugarCRM

Who They Are

Founded in 1916, J Morita is the pinnacle of an innovative manufacturing company focusing on producing a spectrum of dental supplies, including 2D/3D imaging, laser equipment, and consumable dental supplies. With the US division Headquartered in Irvine, California, J Morita employs 2,400 employees worldwide, and over 70 different countries rely on J Morita's high-performance products.

Solutions

With plans to migrate off their legacy CRM, J Morita understood the importance of utilizing the right CRM partner for such an expansive project. Subsequently, J Morita turned to their long-time CRM partner with extensive knowledge of SugarCRM to achieve their goals of obtaining quality data, improved personalized marketing, and greater employee efficiency. Having worked previously with Tokara Solutions for years, J Morita recognized the importance of turning to a partner that already understood their vision, inside and out.

Success Story

Through their trusted partnership with Tokara Solutions, J Morita's migration from two legacy CRM's (Salesforce and Pivotal) to SugarCRM ensured the continuation of a highly customized workflow by introducing new, company-specific functionalities for their product servicing departments.

This transition, encompassing a decade of legacy data, was seamlessly executed over a single weekend, ensuring zero operational downtime for J Morita's end users. The integration of Sugar's features with J Morita's unique processes not only exemplified Tokara Solutions' commitment to tailored solutions but also marked a significant technological leap, underscoring their prowess in delivering client-centric, efficient CRM transformations.

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By turning to Tokara Solutions to help migrate off their legacy CRM, J Morita now has unparalleled customization abilities to provide best-in-class services to both their employees and clients.

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