TOKARA SOLUTIONS®

Fisk Alloy

Manufacturing

Salesforce

Who They Are

Fisk Alloy is a leader in the production of high-performance copper alloy wire and conductors, serving industries such as aerospace, automotive, medical, and electronics. Since 1973, the company has been committed to innovation, offering products that combine high strength, electrical conductivity, and environmental sustainability. Fisk Alloy is known for its customized solutions, advanced electroplating, and green copper alloy engineering, delivering reliable products that meet the highest demands of various high-tech applications.

Solutions

Fisk Alloy was a long term Pivotal customer in the manufacturing sector. They decided to **migrate off of Pivotal to a SaaS based CRM solution**. Like most manufacturers, **Fisk Alloy's CRM was tightly integrated into their ERP plus a data warehouse**. They also had a unique product catalog and quoting process. **Tokara Solutions worked closely with Fisk Alloy to review, evaluate and recommend multiple CRM's**. Ultimately, Salesforce was selected as the best option because it provided the industry standard CRM plus strong integration abilities.

Success Story

Tokara Solutions was able to successfully migrate Fisk Alloy to using Salesforce, properly integrated into their ERP and data warehouse. These non-standard integrations were one of the highest risk areas for this project as they had been in place for years with the legacy CRM and were critical to the proper functioning of the CRM. **Tokara Solutions completed detailed research on what would be the best technical solution to replicate the integration functionality to Salesforce.** It was crucial that both the ERP and the data warehouse operated properly with the new Salesforce CRM. Fisk Alloy is now live on Salesforce and properly integrated to their downstream systems.

The migration was **completed on schedule and on budget**. We also worked side by side with Fisk Alloy's IT department during the migration project. The result is that Fisk Alloy is now able to complete most day-to-day Salesforce updates. Consequently, Fisk Alloy's IT team can continue their important role of ensuring that they get the most out of their CRM.

> "I just wanted to reach out and thank Tokara for solving what was the most worrisome aspect of our pre-migration plans. Well done. Research and implementation both. Quite well done."