sugarcrm

CUSTOMER CASE STUDY

Manufacturer unifies customer data with Syspro ERP and SugarCRM

EX-CELL KAISER
Decorative Receptacles for Waste and Recycling

Ex-Cell Kaiser's sales and service teams handle complex orders for trash and recycling receptacles. Offering fast-turnaround shipping, the company needed a clear view of every customer interaction, quote, and order. By integrating Syspro ERP with SugarCRM, staff can see the full picture instantly.

Based in the U.S., Ex-Cell Kaiser is best known for its distinctive trash and recycling receptacles – built to order for distributors and private-label partners. Each unit can be customized to match a venue's branding.

Scattered customer data

With a promise to ship receptacles in as little as 10 days, Ex-Cell Kaiser struggled with finding accurate customer data for sales and customer service.

"Information lived in individual email folders, physical folders, shared drives, or Teams chats," said Jeffrey Speizman, President at Ex-Cell Kaiser.

When Syspro introduced an integration with SugarCRM, Ex-Cell Kaiser jumped at the chance to try it.

Merging two systems into one

"We see the Syspro ERP integration with SugarCRM as a huge opportunity," said Speizman. "It's allowed us to build the foundation for the effective workflow we've always wanted."

With the Sugar for Syspro solution, Ex-Cell Kaiser's sales and manufacturing systems now run as one. The company's customer data, orders, and communications are accurate and easy to access. Orders and invoices are also synced between the systems.

"Sales can now see the specific details they need to successfully close a piece of business," said Anna Cosentino, VP, Sales & Marketing, Ex-Cell Kaiser.

Full customer visibility

How Ex-Cell Kaiser benefits from the Sugar for Syspro solution:

- All customer data available on a single screen in Sugar.
- Accurate data and less time spent on manual checks.
- Streamlined opportunity-to-invoice flow for faster service

Industry
Manufacturing

Location
North America

Company Size
Mid-market

Website
www.ex-cell.com

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>
> **— ANNA C.**
> VP, Sales & Marketing,
> Ex-Cell Kaiser

About SugarCRM

SugarCRM helps sales teams reach their highest potential. Companies choose SugarCRM to cut through complexity, prioritize opportunities, and increase upsell using the resources they already have. SugarCRM is ideal for complex, relationship-driven industries - such as manufacturing, wholesale and distribution - looking to accelerate growth and drive smarter decision-making.

Learn more at www.sugarcrm.com