

# Cadence Automation



*The system has given us tighter control over our suppliers' cost prices and our customers' selling prices, allowing us to grow our profit margin and thus realize ROI from the system implemented in under 6 months."*

*Marc-André Laurin  
Executive Director,  
Cadence Automation*



Cadence Automation is a leading distributor of high-tech automation products in Quebec. The firm has four divisions and offers specialized products for inspection, marking and motion control. With over two million products in stock, the company was seeking an inventory management solution to facilitate product searches so its sales team's job would be easier. The organization also wanted to be able to advise its customers about product availability and, at the same time, downsize the operations carried out between bids and billing. Its clearly established goal was to improve recognition of the sales effort in each branch and division by implementing a more effective sales process.

Cadence asked Gestisoft to help it optimize its processes. Leveraging its over 18 years of experience in the distribution sector, Gestisoft proposed the *Microsoft Dynamics GP* and *Microsoft Dynamics CRM* solutions and integration with *SalesPad*, an ISV product known for its advanced order taking functions. The two-way integration between *Dynamics GP* and *Dynamics CRM* achieved another of the company's goals, which was to optimize business processes while structuring information exchanges between departments.

## Challenges

That unique combination of *Microsoft Dynamics* application components has helped address the specific needs of each department at Cadence Automation. The internal sales team has the benefit of a reliable inventory control solution, along with rapid access to



the vendor's catalogue during bid preparation, which means it can handle a large number of operations at the same time.

Moreover, enhanced monitoring of the status of a customer order, or a repair, allows for greater visibility of process priorities. For the sales reps, ease of use and remote access using advanced technology is a critical success factor.

## Benefits

Since this project was conducted, Cadence Automation has been able to rely on the well-known and robust Microsoft platform to control the company's resources and quickly and efficiently access strategic information at any time. Whether it involves a product's cost price, its catalogue price, or a special price for a customer, the availability of a product or the sales volume for a branch, the information is now available and enables stronger decision making.

This project's success stems mainly from the combination of the project director's clear vision and Gestisoft's *SalesPad* expertise. The challenges involved in data modeling with such a large number of products and combinations of customer addresses were overcome successfully. Customizing *SalesPad* has meant that a very important internal operation can be automated, that of establishing a suitable price based on product category, taking into account customer characteristics for price setting: branches, territories and sub-territories.

Gestisoft is proud to have been instrumental in this project's success.

GESTISOFT  
ERP/CRM Solutions