

ERP and CRM Provides Better Communications with Colleagues and Clients

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I think it is time to talk about [Sealweld](#). Not so much Sealweld as such, as they are extremely successful multi-national small business. Sealweld is just a great example of a company that has figured out how to do business anywhere in the world whether it be the Far East or Dubai, they have seen it all. I would like to think that we have at least helped in the success of this company. We installed our [Toolbox](#) at Sealweld and this enabled them to tie their [CRM](#) together with the [ERP](#) and Project Management features of the system. They now share documents and project details with each other as if they were in the same building working side by side when in fact they are usually in Calgary while the rest of their operations are taking place elsewhere. CRM helps us to sell more and it also makes it easier to communicate with everybody in your work sphere.

One of my favorite Bloggers, Paul Greenberg said,

"The ONLY reason that CRM is even interesting and valuable because it attempts to make a business science out of the art of life and living."

- [Paul Greenberg](#) - April 6, 2007

I like that, it finally puts into words why I am interested in CRM and what it can do for a business. Most enterprise level business automation software companies mix ERP and CRM very liberally to the point where it is sometimes difficult to see where one starts and the other begins. That is what I like about being able to help businesses with ERP, CRM, [SFA](#), and [BPA](#) you are actually combining all the human interaction aspects of the business world with accounting and [KPI reports](#). You are taking the business processes that are most difficult to measure and creating an accurate reporting platform that keeps you up-to-date in real-time.

A little off topic, but I thought I'd mention that [Skype](#) just announced that they are releasing a [PBX system](#) for up to four users for less than \$100 per station. What an amazing company, we are pretty happy that we discovered them, it is never too late to start saving money and making your company more efficient. Skype is a great tool to integrate with enterprise system. The [MyCompany Toolbox](#) and [Salesforce.com](#) have integrated Skype™ into the online CRM and ERP systems.

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