

Case Study

Why one wholesale distributor selected Tour de Force over Salesforce.com and Microsoft Dynamics

Rowleys Wholesale

• Customer Since 2012

• 60 Users

• Infor SX.enterprise ERP

Rowleys Wholesale selected Tour de Force in 2012 to provide customer relationship management (CRM), sales force automation (SFA), and business intelligence (BI). Rowleys Wholesale is a distributor of automotive and industrial lubricants, tires, equipment, and a wide variety of other products - many of which are related to the automotive industry.

The Rowleys Wholesale team responsible for selecting a CRM system reviewed 13 different solutions, including Salesforce.com and Microsoft Dynamics CRM, and unanimously agreed that Tour de Force was the best solution for them. **The primary reasons that Rowleys Wholesale selected Tour de Force were the extensive integration to their Infor SX.enterprise ERP system, extensive integration with Microsoft Outlook and Microsoft Exchange Server, the full range of features offered through the web solution, and Tour de Force's extensive background and experience in the distribution industry.**

"After reviewing a wide range of CRM solutions, it was clear to everyone involved that Tour de Force was the best fit for Rowleys Wholesale," remarked Mike Rowley, co-owner and CIO. "Once we saw a demo, **we were amazed at the extensive out of the box integration they provided to Infor SX.enterprise, without the need for expensive customizations or add-on middleware.** Tour de Force offered the best ERP integration of all the CRM offerings we reviewed.

"In addition, we really liked the depth and ease of the integration with Microsoft Outlook and felt that the web client offered an ideal range of mobile functionality for our tablet users. Other features of the system, such as the flexible permission structure, easy to navigate Info Center, powerful Gap Analysis, and use of user-defined fields contributed to our decision to move forward with Tour de Force. Above all, we were particularly impressed with the company and the very positive reviews from existing Tour de Force clients. **I felt that Tour de Force was possibly the only solution that could provide us with an ROI. Any business in the wholesale distribution industry should definitely take a look at Tour de Force before buying any other CRM product.**"

ROWLEYS

Wholesale

■ Location
Bay City, MI

■ Industry
Automotive & Industrial
Distribution

■ Website
www.rowleys.com