

A blue rounded rectangle containing the text "Case Story" in white, sans-serif font.A large, bold, white, sans-serif title "Enabling Data-Driven Decisions" set against a dark blue background with faint circular patterns.

Complete Business Data Anywhere and Everywhere You Need it.

“*Rapidi expertly managed our project and answered every question we had at every step of the project. They really know their stuff!*”

Josh Sanders, Vice President Sea Breeze

Rapidi Integration Propels Sea Breeze to New Heights

How did Rapidi help transform Sea Breeze's ability to deliver on its already stellar reputation for being "customer-centric"?

As a company that's been in business for over 90 years, Sea Breeze has built a brand and reputation largely predicated in its ability to be responsive, attentive and dependable to its customers. Josh Sanders, VP at Sea Breeze, sought to become even better at this when he engaged Rapidi. With an on premise instance of Microsoft Dynamics NAV, Sea Breeze sought to automate data transfers between it and its newly adopted cloud solution, Salesforce.

Sea Breeze's Business Needs

- Make Complete & Accurate Customer Data Made Available Organization-wide
- Find a Business Partner that Understands Salesforce & Microsoft Dynamics ERP
- Streamline Business Processes by Automating Manual Tasks, such as Data Entry
- Pick an Integration Solution that's Robust & Scales with Growth by the Company
- Create Stakeholder Confidence by Ensuring Vendor has Reputable Expertise



The Business Problem

Sea Breeze Vice President, Josh Sanders, took a hard look at his operations In 2009 looking for ways to enhance the company’s already stellar reputation for being responsive, attentive and dependable. At the time, Sea Breeze managed much of its back office operations with an on premise instance of Microsoft Dynamics NAV. “We had customer data in our ERP but no way to communicate it effectively to our field staff-including sales, said Sanders. We were still in the days of handing out spreadsheets to our sales people which I realized was unsustainable.”

Josh ultimately chose to implement the cloud-born Salesforce CRM to enhance his company’s utilization of technology to drive better service to his customers – and get accurate data to his company’s field staff. “This would eventually come to revolutionize our operations – allowing us to be better informed and, therefore, better en gaged with our customers. The problem now was that rather than handing out spreadsheets, we were doubling-up on data entry exercises in manually syncing our Salesforce data with Microsoft Dynamics NAV,” said Sanders.

This is when Josh decided that looking for a data integration solution to enable real-time synchronization of Microsoft Dynamics and Salesforce data would really streamline his company’s operations.

Rapidi Data Integration Made Easy

Sanders wanted to find a provider that had an efficient, cost-effective solution that could help him accomplish his goal of having perfectly synced customer data throughout his organization.

“I really wanted to find a company that would be willing to lead us through this challenge. We ultimately chose Rapidi for this project because they were the only vendor that could offer us the expertise we needed to feel confident with these changes to our internal business processes.

“Rapidi made it really simple.”

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Josh Sanders, Vice President Sea Breeze



Data Integration Project Outcomes

- Perfectly Synced Salesforce & Microsoft Dynamics NAV Data for the Company
- Automation of Manual Processes that has Saved the Company Time & Money
- More Accurate Visibility into the Organization Enabling Data-Driven Decisions
- Better Informed Employees that Can Access Reliable, Complete Data Anywhere
- Greater Customer (and Employee) Satisfaction that Drive Bottom-line Results!



A Fast, Simple, Uncomplicated Process

Sea Breeze deployed Rapidi's turnkey solution to connect Salesforce CRM and Microsoft Dynamics NAV.

"The initial aspect of the project went quickly. Rapidi had our Microsoft Dynamics NAV data fully visible in Salesforce faster than I could have imagined.

"The setup was very well organized and Rapidi gave me visibility into every step of the process. I appreciated that they took time to ensure that every question I had was answered at every phase of the project. There were a lot of things to think about, but Rapidi helped me organize the things that needed to be prioritized," said Sanders of working with Rapidi.

After the initial deployment of Rapidi's turnkey solution to enable complete customer data in Salesforce, Josh leveraged the flexibility of the solution by expanding the scope of the project to also sync data to his on premise instance of Microsoft Dynamics NAV.

"We had full visibility into our customers on Salesforce but after the initial phase of the project I became fully confident that we needed to have the same data reflected in Microsoft Dynamics NAV," said Sanders.

Rapidi made this a simple, uncomplicated task for Josh and Sea Breeze.

Transformation that Streamlines Business Processes

Said Sanders of the changes, "Our business has existed for over nine decades as a result of our ability to provide second-to-none customer service.

"Integration definitely super-charged our efforts here and it's something that's reflected in our ability to deliver information to both our field team and our customers. This is, of course, reflected in the enhancements we've seen to our bottom-line," said Sanders with a smile.

About Sea Breeze

Sea Breeze is the largest fourth generation independent, family-owned manufacturer and distributor of Premium Beverages On Tap in the Metro New York – New Jersey Area since 1925. We carry hundreds of products and serve thousands of customers delivered by our own company fleet promptly and courteously, and with no middleman involved, the cost savings are passed along to you! We provide Premium Beverages On Tap, not bottles or cans, making Sea Breeze a “granddaddy” of Green.

Find out more about the company at www.seabreezesyrups.com



About RAPIDI

Data integration doesn't have to be confusing or complicated. It can be simple and stress-free. At RAPIDI, we are your go-to data integration experts with over 20 years of experience. We apply it to ensure your data integration project runs smoothly. RAPIDI uses cutting-edge technology to provide data integration solutions that are fast yet flexible, simple, robust and secure. We have perfected our blend of human and technical skills to provide you with an unrivalled committed, caring and personal customer service experience. We believe these things are just as important as the technology we use so let us take the stress out of your data integration. RAPIDI is a privately-owned company with offices in Andorra, France, Spain & Macedonia.

Learn more about RAPIDI at www.rapidionline.com

RAPIDI - Rapid Solucions S.L.
Carrer de la Font del Colom, 6
Xalet Parc, L'Aldosa
AD400 La Massana
Andorra

+45 73 848550

info@rapidionline.com

www.rapidionline.com

