



# Spray Control Systems dba Minimizer

**POWEROBJECTS**  
We leverage technology to solve business problems

**Blending of Technologies Improves Efficiency, Reduces Time to Serve Clients**

## Business Challenge

Located in Blooming Prairie, Minnesota, Spray Control Systems dba Minimizer manufactures poly truck fenders, poly toolboxes, super flaps, customized mud flaps, dura-scrapers and bracket kits. As a family-run organization, Minimizer supplies over a thousand industrial automotive dealers with hundreds of products.

As a manufacturing company in the trucking industry, Minimizer needed their customer information, product catalog and quantity data, and sales order forms to be up-to-date and accessible in real time. Minimizer's existing database technology did not allow their employees to share notes on customers and prospects, view activity on client accounts, or invoice a client within a single application. There was a clear need for a centralized CRM system that could manage all these daily tasks within a single window. Additionally, Minimizer was using an Enterprise Resource Planner (ERP), MAS 90, which handled the placement of sales orders. They sought a well-rounded solution that would incorporate this vital operation as well.

## Solution

Craig Kruckeberg, President of Minimizer, had a working relationship with Jim Sheehan, COO of PowerObjects. Mr. Kruckeberg had previously reviewed another CRM solution that was double the cost of Microsoft CRM 3.0, and consulted with Mr. Sheehan seeking a more cost effective solution that would meet Minimizer's needs. Mr. Sheehan worked with Steve Hansen, Sales Representative for PowerObjects, to provide Mr. Kruckeberg with in-depth information on the benefits of Microsoft Hosted CRM 3.0, along with a demonstration of how a user would interact with the application.

As a complete solution provider, PowerObjects was able to implement, host, and integrate Microsoft CRM 3.0 with the existing MAS 90 ERP. Additional customization to the CRM system was provided to fit Minimizer's business processes via the addition of drop down menus within their customer window. PowerObjects was also able to customize specialized reporting functions. To handle the migration of existing data into the new CRM system, PowerObjects partnered with Scribe Data Migration, a third party vendor that connected the new CRM to the existing sales systems and other applications. The result was a seamless integration of a large product catalog, an even larger customer database, and Minimizer's customized industry applications that managed every aspect of their business and client contacts.

## Benefits

Minimizer achieved a highly efficient and cost effective process for entering, monitoring and sharing client data and sales orders. Customizations for the sales order forms, invoicing, and new fields for product lines and truck types within Microsoft Hosted CRM decreased the amount of time it takes an employee to serve a client and record that service in a centralized system.

The ability to integrate Microsoft CRM with the existing sales system via the Scribe Data Migration tool allowed the Minimizer staff to continue working with familiar fields and concepts, thereby reducing their learning curve. PowerObjects provided a thorough, well-organized solution that assisted Minimizer in focusing their time and energy on their clients, rather than their technology.



## Accolades

“PowerObjects was knowledgeable, their service was professional, and they knew exactly how to link Minimizer’s existing system to Microsoft CRM 3.0.”

--Steve Hansen

See for yourself how PowerObjects can help you simplify your business.

CALL: 612-339-3355

CLICK: [info@PowerObjects.com](mailto:info@PowerObjects.com)

VISIT: [www.PowerObjects.com](http://www.PowerObjects.com)



<http://www.powerobjects.com>

**Leverage** technology to **solve** business problems

