



# Salesforce To SAP Sales Cloud Migration For American Industrial Transport (AITX)

## Introduction

American Industrial Transport (AITX), a leader in railcar leasing and repair, undertook a significant digital transformation by implementing SAP Sales Cloud CRM with the assistance of ASAR Digital. This initiative aimed to consolidate their CRM systems into a singular, efficient platform aligned with their SAP S/4HANA ERP implementation.

## Background

Headquartered in Saint Charles, Missouri, AITX specializes in leasing railcars for various industries and operates several full-service repair shops across North America. Previously utilizing two different CRM applications, including Salesforce, AITX sought a unified solution to enhance integration, reporting, and sales operations efficiency.

## The Challenge

AITX faced several challenges with their existing CRM systems:

- Lack of consolidated reporting across business lines.
- Absence of a unified mobile application for sales operations.
- Limited integration capabilities with their new SAP S/4HANA ERP system.
- Inefficient processes in quoting and document management.

## Solution

### Selection of SAP Sales Cloud

To align with their new SAP S/4HANA ERP system and streamline sales processes, AITX chose SAP Sales Cloud CRM for its comprehensive functionality and integration capabilities.

### Partnership with ASAR Digital

ASAR Digital was selected for this critical implementation due to our expertise in SAP solutions and a proven track record in successful CRM migrations.

## Implementation Strategy

The implementation involved several key components:

- Unified CRM System: Consolidating multiple CRM systems into SAP Sales Cloud for a cohesive sales management platform.
- Mobile and Outlook Integration: Implementing a mobile application and Microsoft Outlook integration to enhance accessibility and efficiency for the sales team.
- DocuSign Integration: Integrating DocuSign for streamlined quote management, allowing sales reps to send quotes for customer acceptance directly from the Sales Cloud application.
- SAP S/4HANA Integration: Ensuring bi-directional customer data replication between SAP Sales Cloud and SAP S/4HANA.



## **Key Capabilities Implemented:**

- Account and Contact Management: Centralizing customer information for streamlined management and access.
- Lead and Opportunity Management: Enhancing the tracking and management of sales leads and opportunities.
- Task and Activity Management: Improving the organization and prioritization of sales tasks and activities.
- Quotations Management: Streamlining the creation and handling of sales quotations.
- Reports and Dashboards: Providing comprehensive reporting and analytics capabilities for strategic insights.
- Bi-Directional ERP Integration: Facilitating seamless data flow between CRM and ERP systems.

## **Results**

### **Enhanced Sales Efficiency**

The SAP Sales Cloud implementation resulted in a significant boost in sales operations efficiency, with sales reps now able to access and manage customer interactions and data seamlessly, both on mobile devices and through the browser.

### **Improved Reporting and Analytics**

The new CRM system provided AITX with consolidated reporting and dashboards, offering greater visibility into sales activities and performance metrics.

### **Streamlined Quoting Process**

The integration of DocuSign with SAP Sales Cloud streamlined the quoting process, significantly reducing turnaround times and enhancing customer engagement.

### **Unified CRM Experience**

The migration to a singular SAP Sales Cloud solution eliminated the complexities and inefficiencies of using multiple CRM systems, fostering a more cohesive and effective sales environment.

### **The Outcome**

The implementation of SAP Sales Cloud by ASAR Digital marked a significant enhancement in AITX's CRM capabilities. This transformation not only streamlined their sales processes but also aligned their CRM operations with their broader ERP ecosystem, setting a foundation for continued growth and efficiency.

Feeling stuck with Salesforce? Get unstuck by migrating to SAP Sales Cloud! Schedule a no obligation demo today!

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