A Microsoft Dynamics GP and Salesforce integration was a 'work of art' for Wild Apple Graphics

John and Laurie, founders and owners of Wild Apple Graphics had a simple notion for starting their business: Make beautiful art accessible! As an art publisher and art licensor, Wild Apple works with artists, manufacturers, retailers, and style influencers to present, design, and customize art to be placed onto beautiful products for the home.

As their business has taken off and grown, so too has their need to implement important business systems that enable their back office to maintain important records and data like customer credit card info, inventory levels, and tracking information.

The Situation: Data overload!

With the help of Jim Chadwick, Director of Technical Services for Wild Apple, John and Laurie implemented Microsoft Dynamics GP as their ERP system of choice. They also turned to Salesforce consulting agency, OpFocus Inc. to help them implement Salesforce's CRM application so that they could compile records of their customers, opportunities, orders, and more – in one spot.

These business systems worked great for Wild Apple, but they quickly realized that in order to do business more efficiently, enabling Salesforce to communicate with Microsoft Dynamics GP in an automated fashion would save them a ton of valuable time.

The Solution: OpFocus Inc. reached out to eBridge Connections on behalf of Wild Apple to learn more about CRM Integration

Back in 2014, OpFocus Inc. gave eBridge a call to find out how their pre-built connector could automate the flow of data between Wild Apple's Salesforce CRM application and their Microsoft Dynamics GP accounting package.

They were thrilled to find out that with an eBridge Connections' CRM integration solution, Wild Apple could fully integrate their business systems so that important data such as outbound sales orders, inbound opportunities, customer data, and more, could flow bi-directionally between the business systems Wild Apple had chosen. OpFocus Inc. couldn't wait to share the great news with Wild Apple who were eager to say, "Yes! Let's do it!"

What made eBridge Connections the best fit?

Just a few weeks ago when we reached out to our clients to find out how we're doing, Jim Chadwick of Wild Apple gave us a five star review and said eBridge did "a great job" of integrating business systems for Wild Apple.

What made eBridge Connections' solution such a great fit for Wild Apple was our ability to add customizations to our pre-built, reusable, "no programmers required" connector that would

facilitate the data flow of some unique fields in Wild Apple's Salesforce CRM application. These customizations made the integration solution work exactly the way Wild Apple needed it to—a true integration masterpiece, if you will!
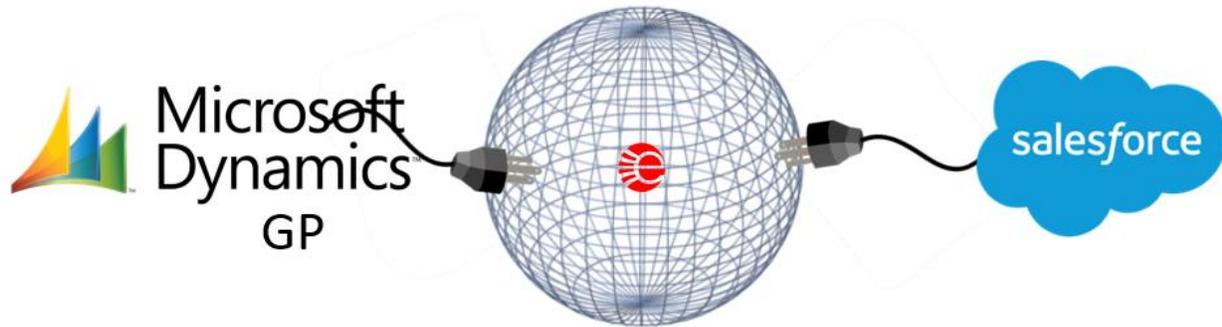
How is Wild Apple different?

A quick look at Wild Apple's website and it's easy to determine what makes them unique. Their art collections ranging from hip and trend-forward designs to traditional looks, are coveted by retailers, designers, and wholesalers of quality wall décor around the world.

Reach out to Wild Apple Graphics to learn more: sales@wildapple.com

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