

Lake Shore Cryotronics, Inc.

Industry: industrial machinery and equipment

About:

Lake Shore Cryotronics, Inc. is a privately held corporation that has been an international leader in the development of innovative measurement and control technologies since 1968. Recently, Lake Shore's staff has expanded the line of cryogenic temperature sensors and instrumentation to include instrumentation and systems for studying magnetic properties of materials. The magnetic measurement product group includes a complete line of benchtop and handheld gaussmeters and Hall probes, vibrating sample magnetometers, electromagnets, magnet power supplies and Hall generators.

The situation:

Integration was key for Lake Shore Cryotronics.

In addition to a system that offered integration with its existing enterprise system, the Lake Shore management team was looking for a complete solution that provided integrated Customer Relationship Management (CRM), Enterprise Resource Planning (ERP) and e-business applications.

They also wanted one comprehensive solution that was developed, sold, supported and maintained by one provider. For Lake Shore, that would mean a faster implementation and lower on-going maintenance costs.

The solution:

Lake Shore chose and implemented Verticent ERP *Plus*. ERP *Plus* provided Lake Shore with the completely integrated e-business, CRM and ERP package they needed.

"Integration to our enterprise system was a pivotal requirement. That's why we chose Verticent ERP *Plus* – it is the complete solution we needed for CRM, ERP and e-business," said Karen Lint, vice president of operations for Lake Shore.

And by choosing to implement one complete solution from one provider, Lake Shore was able to perform a quicker installation with anticipated lower costs of ownership over the life of the system.

Steve Hoenig, vice president of sales and marketing for Lake Shore, said, "Verticent creates an environment where a customer can place orders online, check their order status, check invoice status, track their shipments, and more. With the eSeries and ERP *Plus*, we have created a 24 x 7 self-service customer Web site and order entry tool."

"In addition to adding self-service functionality and convenience for our online customers, the eSeries provides valuable lead-capture information directly from our Web site," Hoenig said. "This allows us to be more responsive to prospective customers and partners."



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