



Pacific Trading Aquaculture enhanced user-experience with CRM for Outlook

COMPANY NAME

PTAqua - Pacific Trading Aquaculture Ltd

WEBSITE

<https://ptaqua.eu/>

INDUSTRY

Food & Beverage

EMPLOYEES

10+

BOYUM SOLUTIONS

CRM for Outlook

FEATURED PARTNER

N'ware Technologies

Based in Ireland, Pacific Trading Aquaculture Ltd. are suppliers of quality Algae and Larval feeds to the E.M.E.A marine hatchery and fish farming market. They source and co-develop products from leading manufacturers in Japan, USA, and Europe and sell to the large marine species producers in Mediterranean, Scandinavia, and the Middle East.



Customer Challenges

- Find a system that would provide a single source of truth for all business information while making that information easy to access.



Solution

- With SAP Business One being the master source of data, CRM for Outlook provided a direct access to easily manage/consult that information on a daily basis.



Results

- Improved daily operations productivity.
- Real-time access to all customer information from anywhere at anytime.
- Clear view of outstanding balance after getting an order.

"THE CRM FOR OUTLOOK IS EXCEPTIONALLY HANDY IF YOU ARE OUT ON THE FIELD. YOU CAN IMAGINE GETTING AN ORDER FROM A CUSTOMER, YOU ARE ABLE TO SEE THEIR OUTSTANDING BALANCE, OR THEIR HISTORY, OR THEIR SALES ORDER STRAIGHT FROM THERE."

Stephen Fagan/ Operations Manager

