

INNOVATIVE SALESFORCE INTEGRATION FOR LEADING FINE ARTS RETAILER

Customized Approach Boosts Accuracy and Streamlines Operations

A steadfast commitment to client success, partnered with an unparalleled level of industry expertise, makes Tokara Solutions a trusted, leading partner for Salesforce CRM integration. With engineers boasting a background of 10-15 years experience, customers turn to Tokara's seasoned and skilled experts to develop custom solutions that demonstrate the immense value, cost savings and operational efficiencies that can result when a true partnership model is implemented. The team recently had the opportunity to develop a personalized Salesforce integration for M.S. Rau Antiques, a fine arts, jewelry and antiques gallery and consultancy known not only in Louisiana's French Quarter, where it has been a prominent fixture for more than 100 years, but worldwide, sought globally for its remarkable collections and incomparably knowledgeable sales staff.

With an extensive network of sales, research, and support personnel working on its gallery, website, printed catalog, and live shows, M.S. Rau fully understood the importance of a dynamic, streamlined CRM solution to control its internal operations, manage external clients and prospects, and direct outreach and service efforts. Seeking an approach that would bring its existing model into total synchronization and boost campaign efficiency, the retailer chose Tokara as its partner for a Salesforce consulting, development, and customization.

CLIENT INDUSTRY

Fine Arts, Antiques Retail & Consultancy

SOLUTIONS

Salesforce Consulting
Salesforce Development
Salesforce Customization

Working directly with key stakeholders, Tokara's veteran Salesforce consultant developed several customized Salesforce features and templates that allowed teams to more easily manage inventory, search for vendors and products, contact clients, perform off-web processing, and distribute promotions, improving usability and accuracy with an added time and cost savings advantage. By treating the collaboration as a partnership rather than simply a project, he gleaned important insights from staff and worked diligently to tailor the applications to maximize performance and relieve critical pain points in the client's current routine.

Says Chris Drake, Chief Technology Officer at M.S. Rau Antiques, *"We have a valuable partner in Tokara. My Tokara consultant and his team understand me, our Salesforce organization, and us as a company and really 'get' how we work—we need it to be right, but we can't spend millions of dollars re-architecting our whole organization every time we want to do a project. Now, we are completely in synchronization with zero errors and have a much more robust integration schedule. The team at Tokara has met or exceeded all my expectations."*

Says Shawn Grant, President and Founder of Tokara Solutions, *“Our Salesforce consultants are more than just some of the most experienced and skilled CRM experts in the industry—they also bring vertical expertise that allows them to quickly understand the challenges and goals of the CRM system in each unique client environment. They are also exceptionally good listeners, which makes them adept at turning client visions into reality by treating each project as an opportunity for collaboration and partnership. What results is a superior solution that truly maximizes an organization’s technology investment and promotes productivity while always staying true to the client’s unique business goals and objectives. That’s really how we define partnership, and our clients seem to agree.”*

For details on Salesforce services or any of the CRM, marketing automation, or business intelligence offerings of Tokara Solutions, please visit tokarasolutions.com or contact Mark Fillingim, VP of Business Development, at 972-719-0213.

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Chris Drake

CHIEF TECHNOLOGY OFFICER,
M.S. RAU ANTIQUES



tokarasolutions.com

SOFTWARE CONSULTANTS ARE NOT CREATED EQUAL. That’s why hundreds of clients large and small engage Tokara Solutions to drive tangible business results from their investment in CRM, marketing automation, and business intelligence. We know what it takes to work with companies with high levels of product and business process complexity, and we won’t rest until you see the business results you need. The Tokara Solution team is made up of a global network of ‘the best of the best’ in CRM, marketing automation, and business intelligence consulting. Each of our team members is hand selected to meet exacting standards—before they join us, nearly every consultant has more than 10 years of experience and more than 50 successful implementations to their credit. So whether you’re considering an implementation, upgrade, or customization, we are confident we can drive maximum value and the results you need from your software investment. Testimonials, resources, and details on services are available at tokarasolutions.com.