

# Tippman Sports' Cost-Saving Integration Journey with SmartConnect

## \$17K

Saved in  
consulting fees



## Background and Challenges

Tippmann Sports is a heavy user of Microsoft Dynamics GP to run their sales, distribution, and accounting functions. As the business grew, they saw the need for an integrated CRM and ERP solution. They decided that Microsoft CRM was the ideal front-office solution to work alongside the Dynamics GP in the back office. Tippman had previously worked with Scribe Software as an integration solution.

“We found that Scribe was not necessarily a tool written to interface specifically with Dynamics GP,” said Doug Spieth, IT Director at Tippman Sports “Scribe is so broad and overwhelming... I found that SmartConnect was easy to learn, very friendly to use and yet did everything we needed it to do and much more.”

Tippmann required a solution that could integrate many levels including Payables, General Ledger, Sales Transactions, etc. within Dynamics GP and keep everything in sync with their CRM solution.

## The Solution – SmartConnect

For this project they chose SmartConnect.

“SmartConnect provided us with a nice springboard to get into the implementation phase of our integrations between GP and CRM...the learning curve was simple,” Spieth said.

By taking advantage of pre-built mapping templates for both GP and CRM integrations, Tippmann was able to cut down on the time they needed to set up and implement their integrations. “Very little had to be built from scratch.”

Beyond utilizing the templates for several standard integrations, Tippmann was able to integrate their custom information in GP to custom entities in CRM. SmartConnect was able to see all custom entities created in CRM and maintained the ease of use in the drag-and-drop user interface.

**“Working with SmartConnect and the eOne team, we are saving between \$15,000 and \$17,000.”**

Doug Spieth, IT Director at Tippman Sports

## The Benefits

Not only did SmartConnect prove to be a great fit, it saved Tippmann money – and a lot of it. By purchasing 2 days of services from eOne, Doug was able to receive all the assistance he needed to get his maps up and running. Doug appreciated that if the US office was closed, the Australian office was able to pick up with him after US hours. Spieth summed up his savings:

“The single biggest cost would have been hiring a Scribe developer to help me integrate two Microsoft products – GP and CRM. Working with SmartConnect and the eOne team, we are saving between \$15,000 and \$17,000.” Adding, “It is great to find one tool that does everything we need.”



**See The Full Case Study [Here](#).**

**Ready to learn more about SmartConnect?**

[Read more about transitioning from Scribe to SmartConnect](#), or reach out to our team at [sales@eonesolutions.com](mailto:sales@eonesolutions.com).

## About Tippmann Sports’

### Industry

Paintball Equipment Manufacturing & Distribution

### Systems Used

Microsoft Dynamics GP & Microsoft CRM

### eOne Software Used

SmartConnect

### Location

Fort Wayne, IN