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## Customized CRM System for U.S Ecology

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## **Customized CRM System for U.S Ecology.**

**Nyswyn Jawaharlal**

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US Ecology, Inc., via its subsidiaries, offers environmental services to commercial and government entities in the US, Canada and Mexico since 1952. It has its corporate office at Boise, Idaho, regional office at Detroit, Michigan and a number of TSDf (Transport, Store and Disposal Facilities) sites and collection centres through which they service our customers.

Grow by acquisitions, has been one of the business strategy for U.S ecology. Though US Ecology is still growing organically by diligently carrying out its core business in a competent manner, the executive board is growing the company inorganically by acquiring more smaller companies under its gamut. US Ecology tends to carefully choose the companies being purchased for positioning the company strategically across USA in order to serve more customers in more number of states and also make sure that the company being bought has the scope of being expanded in its own operational capability and services provided. In the last 5 years, U.S ecology has grown 3 times in size by acquiring other companies.

As a result of the acquisitioned growth US Ecology ends up having multiple business processes, multiple IT applications and financial systems to manage its operations. This situation can be managed for a short period of time but to continue with multiple systems for a long period is not practical by any means. Moreover, the IT staff have to go through an arduous task every month/quarter for the comprehensive financial data presenting to the executive board and for audit purposes etc. To overcome this immediate predicament U.S Ecology is in the process of implementing Microsoft AX Financials to consolidate all the financial data on a single ERP platform.

It is imperative that the IT strategy is always aligned to the company strategy for both the aspects of growth and for business processes. Therefore, specifically for US Ecology Inc, the IT strategy has to be highly scalable in short period of time, and the business process has to be configurable to certain extend. In addition to this strategy US Ecology is moving towards data driven decision making at large, therefore the IT strategy has to include consolidated data analytics and presentation for decision making. To summarize, the IT strategy has to be revolutionary yet transformational which can accommodate the present systems, take care of technological

growth, foresee the future business process changes and also be capable of configuring an entirely newer business process too.

Therefore, the IT strategy is compelled to have two major systems namely an ERP system which can handle all the data driven processes and an ECM system which can handle all document driven processes. Microsoft AX as the ERP and OnBase as the ECM system has been decided for their respective features and advantages over their competitor products. In addition, and most importantly we need to have a multi-tier application for exposing the data from AX and OnBase on to multiple devices over the internet in a secure way with responsive speed levels. The building of this framework is in itself a major project and it would remain the most useful process of the IT strategy for it will have a longer life in technological changes. Over and above it is a fact that this application tier is the key element in making the transformation from legacy systems to ERP/ECM system seamlessly, meaning without the users and customers not even knowing that this change is happening while doing their business processes in their daily routine. The first prototype project built on this frame work is the customized CRM system. This CRM project is the CAPSTONE project for it covers all the study subjects of the course.

The full implementation of AX is a long process and it is currently expected to be completed in December, 2019. This created a tremendous pressure on sales and marketing teams, because the prospects, contacts, customers, quotations and order information is spread across multiple business applications. Moreover, sales teams are using multiple CRM tools to manage their sales opportunities. Currently, one group of sales people use Microsoft dynamics CRM, some use a home-grown web application and others use ACT. Compiling a consolidated sales pipe line and forecast reports from these systems at month end for executive management review meetings are time consuming and a tedious process. None of the current CRM systems has all the functions and features needed to accommodate the current entire sales and marketing teams. Each of these applications have different methods of working, which were deliberated, discussed and consolidated from the business users by means of meetings and conferences. After carefully evaluating multiple options, U.S ecology has decided to develop a custom CRM application which would synchronize customers and contacts with three legacy business applications in the interim and later this custom CRM will be tightly integrated with the CRM module in Microsoft dynamics AX. Ultimately, we have to see how the customer sees the business itself as a valuable proposition for his business, which would be possible when are able to provide information to the customer by intelligent analysis of all the relevant information comprehensively.

This Dissertation is structured in such a way to give the readers a walkthrough of how US Ecology and its customers are experiencing the historical transformation of vintage IT systems to future proof IT systems. The Project “Customized CRM for US Ecology Inc” is the first of the useable

Software by the users of US Ecology Inc within the IT revolution the company has taken up. The document would give a brief study and tour of how multiple systems have been integrated to work seamlessly as a single system to become Enterprise Software System.