



Customer Snapshot

Bison International delivers better customer service with Infor M3



Facts at a glance

Products: Infor® M3

Industry: Manufacturing and Distribution

Country: Netherlands

“Infor M3 is easy to work with. The user experience is great. My IT colleagues and I were quickly able to develop the necessary in-depth knowledge to support our international business processes.”

—Michel Spruijt, Manager ICT,
Bison International

About the company

Bison International, which is the market leader and a member of Bolton Adhesives, began with Cornelis van de Reepe, an innovative Dutch shoemaker from Goes. Bison International was acquired by the Bolton Group, an international network of companies with strong brands. The Group is active in the fields of food, detergents and cleaning products, as well as in personal care products, skin care, cosmetics and adhesives. It includes the brands: UHU, Bison, Griffon and Air Max. Bison International and UHU GmbH, with production locations in Goes and Bühl, joined forces two years ago and now form Bolton Adhesives.

Challenges

- Gain easy access to improved and more detailed information.
- Increase global business scale and support more complex business processes.
- Enhance user productivity through smart office integration.
- Prepare for new technologies, including mobile devices and tablets.
- Manage updates and maintenance independently.
- Improve the visibility and integration of customer lifecycle management system with other business systems.

Benefits

- Increased business process efficiency thanks to Infor M3's out-of-the-box functionality.
- Improved customer service by giving agents the ability to fulfill more complex customer requests.
- Streamlined the integration of Bison's business applications, including its warehouse management, electronic data interchange (EDI), and contract lifecycle management (CLM) systems.
- Sped up Bison's ability to adapt to changing business demands, complying with legislation, and meeting additional customer needs.

“We really value Infor M3's release management process as it allows us to control the current installation as well as future releases.”

—Michel Spruijt, Manager ICT,
Bison International

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