



**fusion**

**Customer:**  
Fusion Trade

**Web Site:**  
[www.fusiontrade.com](http://www.fusiontrade.com)

**Location:**  
Andover, MA

**Industry:**  
Wholesale Distribution

**Former System:**  
Daly Commerce

**Customer Profile:**  
Fusion Trade is a wholesale broker of electronic and computer components. It runs lean, with a small but active team that generates over \$2.5 million in revenue per employee.

**Highlights:**

- Easy to learn for a team resistant to change
- Smooth integration between financials and internal system
- Simplified monthly reconciliation process
- Confidence in vendor and support

CAL Business Solutions Inc.  
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## High Tech Distributor Eliminates Disconnect with Microsoft Dynamics® GP Integration to Custom Inventory Trading System

“Every 4 hours data is automatically pulled from the internal system and builds GL, AP and AR transactions in Microsoft Dynamics GP. And it keeps our large database of customers and vendors in sync.”

*Brian Ronan, Controller  
Fusion Trade*

### The Challenge

Fusion Trade was using an old-legacy “green screen” accounting software for its financials plus a separate proprietary trading and procurement system developed internally for inventory control. Although these separate systems required manual double entry and had not been upgraded in many years, it was difficult to consider making a change.

“The old technology was not getting any better; we were just band-aiding it. But everybody was comfortable with the system, so we just kept saying we could go one more year, then another year. We rode it as long as we could,” recalls Brian Ronan, Controller, Fusion Trade. After the software was no longer supported by the vendor, Fusion Trade relied on a single consultant as its only form of support and the company knew it was putting its business in a precarious situation. So Fusion Trade made the decision to find a new solution.

The new system would need to be easy for its staff to learn and use. However, the company did not want to purchase a basic package like QuickBooks, and then quickly outgrow its capabilities. It also had to be an open system that could integrate with Fusion Trade’s internal inventory system.

### The Solution

Fusion Trade decided it wanted to run on Microsoft technology. Based on an online search, the company found Connecticut-based CAL Business Solutions. Fusion Trade felt comfortable choosing Microsoft Dynamics GP because of its open architecture and solid reputation as a strong core financials system. Fusion Trade chose to work with CAL Business Solutions because of the team’s proven experience with system integration.



**Microsoft Partner**  
Silver Enterprise Resource Planning

CAL Business Solutions is a Connecticut Microsoft Partner focused on Dynamics GP (Great Plains) financial management/ERP systems. The company offers implementation, data conversion, customization, training and support to over 200 customers in 16 states.

- Serving customers since 1982
- Dedicated in-house development team
- Dynamics GP training center
- Microsoft Dynamics® President's Club Member, recognizing the top 5% of Dynamics Partners worldwide
- Microsoft Dynamics® GP Integration Experts

**“Their custom trading system is a real competitive advantage for Fusion Trade. CAL helped them make it even more powerful by integrating it to a strong financial system.”**

*George Mackiewicz, President  
CAL Business Solutions*

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[www.calszone.com/30questions](http://www.calszone.com/30questions)

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## The Benefits

### “The Data is Synced With No Manual Entry”

The development team at CAL Business Solutions worked with the Fusion Trade IT team to create a direct link between Microsoft Dynamics GP and the internal sales and inventory system using Visual Studio .NET and eConnect. “Every 4 hours data is automatically pulled from the internal system and builds GL, AP and AR transactions in Dynamics GP. And it keeps our large database of customers and vendors in sync,” says Brian Ronan. The integration does all of the needed data validation and sends an email alert to notify the Fusion Trade team to review and post the entries. No more double entry, no more missing information. And data is synced 7 days a week to keep up with international sales.

### “We Reconcile Every Month Down to the Dollar”

In the past when the systems were not connected it was difficult for the company to do reconciliation. “When we had to reconcile, if I got close it was good enough and we moved on. Now that there is a direct link we reconcile every month down to the dollar,” says Brian Ronan. “It also helps us to clean up our General Ledger and streamline accounts.” Now that the integration project is complete, Fusion Trade is looking forward to working with the CAL team to expand its use of the deep financial reporting features available in Microsoft Dynamics GP.

### “The Support Aspect Has Been Great”

Fusion Trade is now current with the latest technology and is no longer in danger of being left without support for one of its key business applications. “We feel more confident now that we know we have a solid system from a big company like Microsoft,” says Brian Ronan. “Anytime we have questions we know we can call CAL and get the answers.”

**Fusion Trade now has a solid core financials application connected to its business critical industry system. It has technology and support it can rely on, allowing Fusion Trade to confidently grow its business.**

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*Brian Ronan, Controller  
Fusion Trade*

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