

Client: Prairie Estate Genetics

Industry: Agriculture

Business Driver: Better sales management and file sharing; Consistent platform for communication

Solution: Zoho CRM & G Suite

Prairie Estate Genetics Grows with Cloud



[Prairie Estates Genetics](#) (PEG) is a national Forage Management company based in Middleton, Wisconsin. Their team of skilled Forage Managers provide their clientele (dairy farmers) with the highest quality dairy-specific hybrid seed. The farmers grow and chop these plants to make forages to feed their herds. PEG Forage Managers provide clients with year-round service to ensure absolute consistency in their forages 365 days a year.

PEG Forage Managers are out in the fields, checking-in with their clients all the time, and travelling to remote locations around the country. Their challenge was to streamline their company's processes digitally – even when they are out in the field far from WiFi signals and phone service.

Legacy systems

While the agricultural industry is one of the oldest industries, still populated by fax machines and the like, PEG is no stranger to modern technology. In recent years they have experimented with various cloud solutions; they had just migrated to Microsoft Office 365 when they first encountered Cloudbakers.

To PEG, Office 365 felt overly complex; for a company of their size, there were too many options. It was too difficult to make changes and their IT team was always on the phone with support. Most importantly, however, the file sharing was simply not up to par. They needed a better method of collaboration.

Years ago the president of PEG had been using Act! for customer and contact management. Their experience with Act! was not a pleasant one and they lost large quantities of data because of it. This was enough to drive them away from CRMs for the time being. Instead, they kept notes spread across computers and/or handwritten in binders. This take-it-as-it-comes system may have been sufficient when they were a smaller company, but after tripling in size (with clear signs of further growth on the horizon) they knew it was time to invest in a better system.



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“Working with Cloubakers, there was a feeling of camaraderie throughout the process that we hadn’t experienced before.”

-Nicole Rogers,
Marketing & Administration,
Prairie Estates Genetics



A chance to jump ship with a life raft waiting

When [Nicole Rogers](#), Prairie Estate Genetics’ Marketing Director, met Cloubakers at a Zoholics conference, PEG had already begun using Zoho, but the CRM wasn’t being used as efficiently as it was meant to. Once she realized the impressive integration between Zoho and Google, Nicole decided it was time to jump ship on Office 365 and move forward with a combined Google and Zoho solution.

Training & Transition

No matter how quick and painless an implementation, a technology project won’t be as successful without a focus on change management. With users spread across a variety of locations, Cloubakers’ change and adoption trainings were completed via GoToMeeting and Google Hangouts. Two trainings for each platform were conducted, followed up by a Q&A session for each one month later.

Nicole states, candidly, that ‘people don’t love changing systems’. She’s right – these transitions are often met with hesitancy. She explains, however, that G Suite is really elegant and easy to use, both on a basic level and on a higher level that isn’t too difficult to wrap your head around.

Life with Google, Zoho, & Cloubakers

The PEG team’s favorite features thus far have been Chrome Profiles, Google’s file sharing, and Google Hangouts. Coming from Office 365, the file sharing capabilities of G Suite are far superior. The PEG team is finally able to collaborate team-wide on documents, confident that everyone is editing the same, up-to-date version. They have also enjoyed the ease with which one can access Hangouts from their email interface. It’s built right in, seamlessly, which is a huge incentive to hop on a video call whenever you need to connect.

As for Zoho, Nicole notes that they are finally coming to understand its full capacity. Their sales staff is utilizing the CRM tools much more than before (and doing so correctly!) and the mobile app is much more functional now. This allows their Forage Managers to travel confidently, knowing their valuable sales and client information is readily accessible on-the-go.

Having undergone both an Office 365 migration (pre-Cloubakers) and a G Suite migration (Cloubakers), Nicole provides useful insight into the differences of each. She explains that while their previous Office 365 migration went over fine, the Cloubakers-run migration to Google was different. Almost unable to put her finger on exactly why this was, she states “there was just a feeling of camaraderie throughout the process that we didn’t experience before.” This is exactly the sense of teamwork and collaboration Cloubakers strives for.