

System Integration

**The ultimate checklist for
companies that want to
work smarter**

*Discover where your company stands and which
integrations will genuinely move you forward.*

Fragmented systems cost companies money every single day - often without them even realizing it.

Why system integration makes all the difference

Digital transformation is accelerating. Today, B2B companies use a wide range of specialized tools: CRM systems for customer relationship management, ERP platforms for inventory and invoicing, marketing automation tools, and more.

But what happens when those systems do not communicate with one another? You lose time, errors creep into your processes and, most importantly, you miss out on valuable insights and opportunities to serve customers better.

A well-designed system integration changes that:

- **Time savings:** automatic data synchronization eliminates duplicate work
- **Reliable data:** manual errors are eliminated, making data more consistent and accurate
- **Better insights:** connecting systems allows information to flow automatically and remain up to date everywhere
- **Customer centricity:** a single, centralized customer view enables efficient, personalized service

In this e-book, we guide you through both the pitfalls and the best practices of system integration, so you can approach it thoughtfully and systematically - and achieve tangible results.

The 5 most common system integration mistakes

Forewarned is forearmed. In the following pages, you will discover not only the pitfalls many organizations encounter, but also how to get it right - with practical tips and real-world examples.

1.

No clear objective

Without clear objectives, you do not know what you are working towards and risk wasting valuable time and resources.

Start by asking yourself exactly what you want to achieve. Do you want to:

- Invoice customers faster?
- Produce more accurate sales reports?
- Deliver a better customer experience?

Or something else entirely? Whatever your objective, define it clearly and measurably so the integration can be designed to achieve it.

Example

Through XQTING, Rajapack integrated its Avaya telephone system with Navision CRM. For incoming calls, customer information is now retrieved automatically, while an outbound calling application supports outgoing calls.

Result: faster internal processes and more efficient customer service.

2.

Underestimating data quality

Messy, duplicate or outdated data causes frustration. A successful integration always starts with high-quality data. Think unique customer profiles, accurate contact details and up-to-date product information. That is why you should review and clean your data before connecting your systems.

Example

OTTO Netherlands receives around 1,000 customer emails every day. Together with XQTING, the company implemented novomind iAGENT and integrated it with its CRM system. Thorough data cleansing beforehand enables the system to analyze incoming messages correctly and route them automatically.

Result: more efficient follow-up and better reporting.

3.

Poor communication between departments

Integration projects affect multiple teams. When IT, sales, marketing and administration are not aligned, siloed solutions emerge and end users are often overlooked. Successful integration requires collaboration from the outset.

Example

Delta Engineering commissioned XQTING to develop an inventory application connected to its ERP system through middleware. Because both IT and operational teams were involved from the beginning, we were able to tailor the system perfectly to day-to-day operations.

Result: smoother collaboration and fewer misunderstandings between teams.

4.

Failing to implement fallback and alerting mechanisms

What happens if the integration fails? Without fail-safes, logging or automatic alerts, issues often go unnoticed. This can lead to data loss and frustration for both employees and customers. Build in a fail-safe mechanism, automated error notifications and clear logging from the outset. This allows you to respond quickly when problems arise, avoid unpleasant surprises and maintain the trust of customers and employees.

Example

De Stroomlijn introduced a new web application in Genesys Cloud to manage service disruptions. Without monitoring and automatic alerts, incidents would often be detected too late, resulting in frustrated customers. XQTING delivered a solution with real-time dashboards and alerting, ensuring disruptions are immediately flagged and communicated to the appropriate employees and customers.

Result: faster intervention, better communication and greater trust among everyone involved.

5.

Lack of ongoing follow-up

Integration is not a one-off exercise, but a continuous process. Without ongoing follow-up, you cannot be sure everything will continue to work as intended. Monitoring helps you detect issues early, updates keep systems current and secure, and training ensures employees continue to use the new tools efficiently. Only then can you achieve a lasting return on your investment.

Example

At Jobz, XQTING integrated both calls and WhatsApp messages with the company's CRM system. Without monitoring, messages could easily be lost, resulting in missed opportunities. Real-time dashboards and structured logging now provide continuous visibility into all communication.

Result: leads are followed up faster and not a single lead is lost.



Real-world examples:
How other B2B
companies
approached system
integration



Case 1: Van Oirschot - Faster service through smart telephony integration

HVAC wholesaler Van Oirschot integrated its Innovaphone telephony system with its ERP system, Navision. Customers are now automatically routed to the nearest branch based on their telephone number and location. This saves employees time because they no longer need to keep transferring callers, while customers receive assistance faster.



Case 2: Agoria - More efficient lead follow-up through CRM and marketing automation

Industry federation Agoria integrated its CRM system, Odoo, with its marketing automation platform, HubSpot. Contact details now remain automatically up to date, and the marketing and sales teams can work together more efficiently, leading to better lead follow-up and segmentation.



Case 3: Valisana - Fewer errors by integrating the patient management and telephony systems

At healthcare organization Valisana, XQTING connected the patient management system directly to the telephony platform. As soon as employees register a new patient, the system automatically configures the appropriate calling profile based on the patient's care situation. This saves valuable time every day and prevents the manual errors that previously often caused problems in administration and invoicing.



Case 4: BelBev - Member portal cuts administrative work in half

BelBev, a purchasing organization for beverage retailers, digitized its ordering process through a member portal integrated with Odoo. Members can now view promotions online and place orders directly. The result was remarkable: manual administrative work was reduced by half.

These real-world examples show how companies can achieve genuine impact with the right integration solutions:

- **more efficient processes**
- **fewer errors**
- **satisfied customers**
- **greater control over data**

But results like these do not happen by themselves.

They are the outcome of an approach that goes beyond purely technical connections.

Successful system integration **starts with a clear objective, brings departments together and builds a scalable, future-ready organization.**

That is precisely where XQTING makes the difference.





What makes XQTING different?

System integration goes beyond technology. It is about people, processes and future-focused growth. At XQTING, we always start with your business objectives - not with the tools.



Our approach is people-centered and technically robust

1. **Analyse & advice:** We actively listen to every department involved, map your processes and define a clear strategy.

2. **Implementation:** We build sustainable, tailored integrations that genuinely work - user-friendly, scalable and secure.

3. **Monitoring & support:** We remain available after implementation. Proactive follow-up, updates and support ensure continuity.

Want to be sure your integration will
make your company stronger?

Choose XQTING.

We connect systems and people.

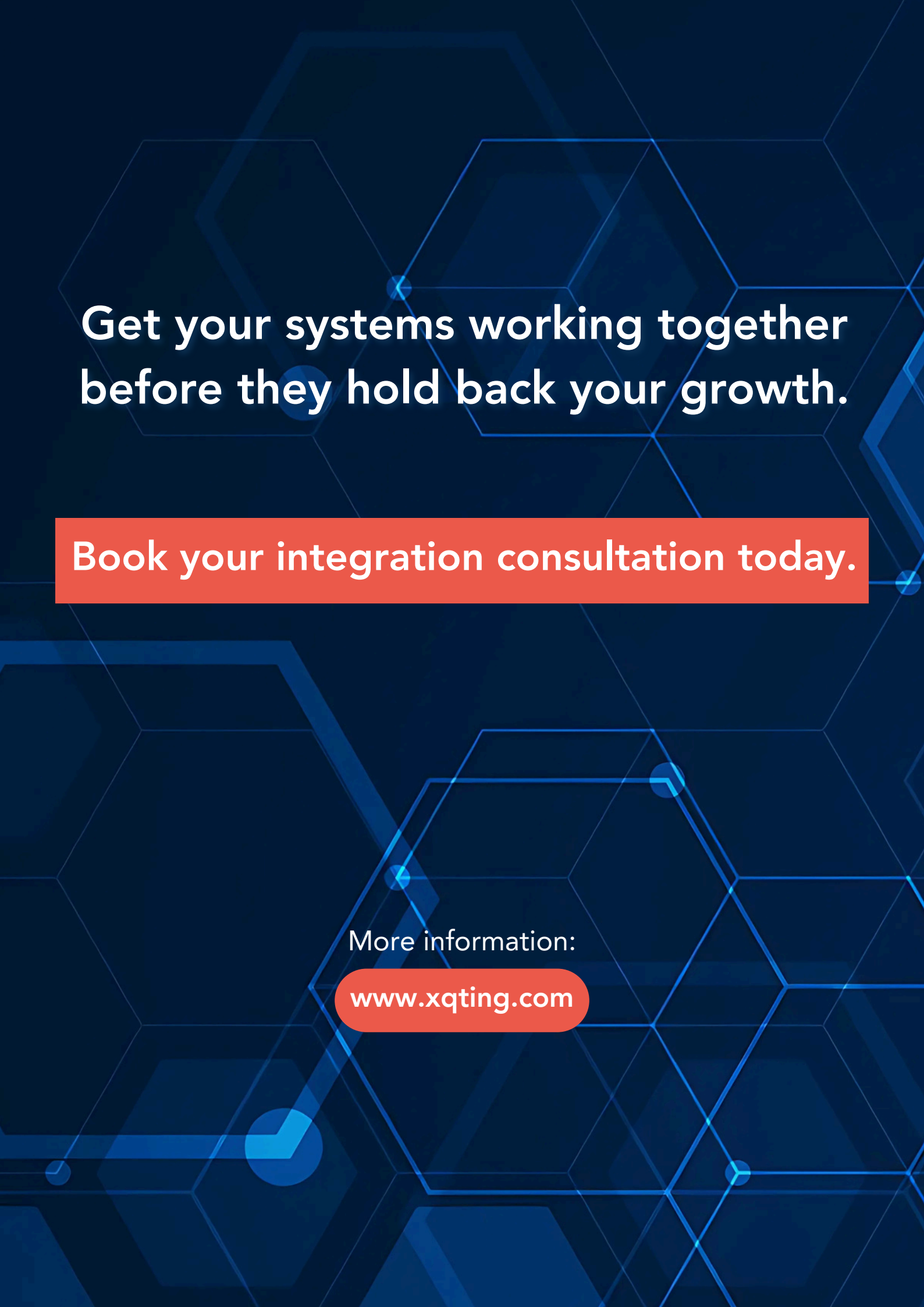


"Thanks to XQTING, we've streamlined communication and saved so much time. It's made a huge difference to our workflow."

- A member of the Jobz team

let's team up!





Get your systems working together
before they hold back your growth.

Book your integration consultation today.

More information:

www.xqting.com

