

# Gecko Alliance

## SYNC Helps Provide Accurate Data for Opportunities and Pipeline

Commercient Integrates Infor VISUAL & Salesforce





## COMPANY PROFILE

## Gecko Alliance

Gecko Alliance gives manufacturers, distributors, dealers and technicians customized and complete solutions for spas and hot tubs. Working in partnership with Gecko Alliance's customers and offering customized and complete solutions for their products, from drawing board to packaging, is what they do best.

LOCATION	<i>Québec, QC, Canada &amp; Worldwide</i>
EMPLOYEES	<i>400 to 500</i>
INDUSTRY	<i>Manufacturer of control systems, pumps and accessories for spas and hot tubs</i>
ERP & CRM	<i>Infor VISUAL &amp; Salesforce</i>
CUSTOMER BUSINESS MODEL (B2B, B2C, or Both)	<i>B2B</i>
SOLUTION(S)	<i>Commercient SYNC</i>
GO LIVE DATE	<i>June 2018</i>

CHALLENGE	SOLUTIONS	RESULTS
<p>Gecko Alliance didn't have a way to centralize customer information CRM system in place</p>	<p>Salesforce, the top cloud-based CRM</p>	<p>With Salesforce in place, the company started to see double-digit gross sales, every year</p>
<p>Gecko Alliance's management and sales teams wanted to access ERP data from within their CRM</p>	<p>Commercient SYNC, the #1 data integration platform for sales, connecting Infor VISUAL and Salesforce</p>	<p>Management and sales now have a 360-degree view of customers, sales, and opportunities</p>
<p>Outside sales at Gecko Alliance needed important information from Infor VISUAL, but couldn't log in easily</p>	<p>Two-way SYNC between Infor VISUAL to Salesforce</p>	<p>Outside sales can access ERP data in Salesforce from anywhere with a mobile device</p>

### NOTES

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- **Gecko Alliance is a leading designer, manufacturer and marketer of components for the spa and hot tub industry.** They are based in Québec, Canada, but also have warehouses and plants in Mexico, China and Holland.
- The company runs Infor VISUAL for overall operations, but didn't have a CRM (customer relationship management) system in place. **They implemented Salesforce, the top cloud-based CRM in the world.** As a result, **“Growth is double digit, gross sales, every year,”** according to Élodie Martinez, Sales Operations & Salesforce Administrator.
- With Salesforce in place, the management and sales teams at Gecko Alliance decided they needed to **connect their data between Infor VISUAL and Salesforce.** After researching the AppExchange, they chose **Commerciant SYNC, the number one data integration platform for sales.**

### RESULTS

- Thanks to Commerciant SYNC, the management and sales teams at Gecko Alliance have access to important ERP data from within Salesforce. This includes **customer information, invoicing, terms, serial numbers, bill to and ship to addresses, and more, all without logging into Infor VISUAL.**
- **With a 360-degree view of their customers and sales, thanks to SYNC, it helps management to review pipeline and opportunities with accurate data.** “It gives our manager a really good view of how it's looking with a specific customer. Do we decide to lower or up [the] opportunity amounts? It depends on how the customer is doing,” Élodie Martinez explained. **“We're a lot more equipped to manage the quality of the data we're putting into Salesforce.”**
- Another benefit of the SYNC'd ERP data is that their **outside sales team can easily access the information from a mobile device and Salesforce.** Previously, they would have to log into Infor VISUAL via a laptop and VPN, which wasn't convenient while in the field.
- The next step for Gecko Alliance is a **2-way SYNC, which will maximize their results.**

## ABOUT COMMERCIENT



Commercient SYNC makes ERP and CRM data integration simple, quick, and efficient. Over the years we've helped companies of all sizes integrate their ERP data with their CRM system, helping businesses become more efficient.

**Our SYNC integration has grown to over 65 systems**, including Sage, QuickBooks, Acumatica, Epicor, SAP, SYSPRO and many others. With our ERP and CRM integrations, your data is synced to both systems in real time without the need for manual data entry, or the risk of human errors.

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