



SYNC Centralized Brandon Industries' Data To Modernize & Streamline Sales

Commercient Integrates Sage BusinessWorks and Salesforce



Street & Area Lighting



Signage • Poles • Bases



Mailboxes & CBU



Parts



Brandon Industries has been a leading National Streetscape provider for over 30 years, and is located in McKinney, Texas. They manufacture and distribute residential, municipal, and commercial streetscape components, including mailboxes and customized street signs and lamp posts. All products are skillfully designed to enhance the streetscapes of America, as well as preserving and restoring older buildings.

LOCATION	<i>McKinney, Texas</i>
EMPLOYEES	
INDUSTRY	<i>Manufacturer & Distributor of Street Signs, Lamp Posts, Mailboxes & More</i>
ERP & CRM	<i>Sage BusinessWorks & Salesforce</i>
CUSTOMER BUSINESS MODEL (B2B, B2C, or Both)	<i>B2B</i>
SOLUTION(S)	<i>Commercient SYNC</i>
GO LIVE DATE	<i>April 2019</i>

CHALLENGE	SOLUTIONS	RESULTS
<p>Brandon Industries needed to modernize their sales processes</p>	<p>Salesforce, the world's leading cloud-based CRM</p>	<p>The company can now better track opportunities, won or lost</p>
<p>The sales team required direct access to Sage BusinessWorks data within Salesforce</p>	<p>Commercient SYNC, the #1 data integration platform for sales</p>	<p>Brandon Industries can now view ERP data directly in Salesforce, including customer information, sales history invoicing, serial numbers invoiced, multi ship to addresses, etc.</p>
<p>Help increase Brandon Industries' close rates</p>	<p>SYNC data integration and Salesforce</p>	<p>With the help of SYNC'd ERP data and Salesforce, the sales team now have a 360-degree view of sales, and help increase their close rates</p>

NOTES

- **Brandon Industries, located in McKinney, Texas, is a leader in the manufacture and distribution of streetscape components** for use in neighborhoods, commercial property and municipalities. These include street signs, lamp posts, etc.
- The company recently leveraged **Salesforce, the top cloud-based CRM solution in the world, to help modernize their sales processes**, plus help better track opportunities, won or lost.
- To assist in freeing their siloed data within Sage BusinessWorks and Salesforce, Brandon Industries turned to **Commerciant SYNC, the #1 data integration platform for sales.**

RESULTS

- **Commercient SYNC integrates key data from Brandon Industries' Sage BusinessWorks to Salesforce**, giving the sales team a 360-degree view of sales. This data includes **customer information, sales history, invoicing, serial numbers invoiced, inventory, multi ship to addresses, and much more.**
- With SYNC and Salesforce in place, some of **the goals the business hopes to accomplish include increasing close rates and sales calls, monitoring existing customers' year-over-year sales numbers, track opportunities (won or lost), etc.**
- Ultimately, with SYNC providing a centralized location for ERP and CRM data, the sales team doesn't have to use both Sage BusinessWorks and Salesforce. **"In the end, by not having to switch between the two softwares, it should save them time,"** explained Robert Guthrie, General Manager at Brandon Industries.

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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