

Commercient Assists Horizon Ag-Products With Forecasting & Reporting

Commercient SYNC Integrates Horizon AG's Sage
100 and Salesforce



Nutrient Use Efficiency



Research



Next Gen Organic Acids



COMPANY PROFILE



Horizon Ag-Products is a science and research-driven producer of innovative plant health solutions. They specialize in naturally-derived plant health products for the global agricultural market. They aren't a fertilizer company, but make fertilizer products perform better. Their technologies and finished products are used by fertilizer manufacturers and dealers to provide improved fertilizer performance by increasing nutrient uptake efficiency.

LOCATION	<i>Louisville, Colorado</i>
EMPLOYEES	<i>50-75</i>
INDUSTRY	<i>Manufacturer of innovative plant health solutions</i>
ERP & CRM	<i>Sage 100 & Salesforce</i>
CUSTOMER BUSINESS MODEL (B2B, B2C, or Both)	<i>B2B</i>
SOLUTION(S)	<i>Commercient SYNC</i>
GO LIVE DATE	<i>January 2018</i>

CHALLENGE	SOLUTIONS	RESULTS
<p>Horizon Ag-Products needed to update their sales processes with a CRM</p>	<p>Salesforce, the world's leading cloud CRM</p>	<p>Thanks to Salesforce, their sales processes became modernized</p>
<p>Running reports in Salesforce is important to check sales history with customers</p>	<p>Commercient SYNC, the #1 data integration platform for sales</p>	<p>Horizon Ag-Products now has a 360-degree view of sales. They can access ERP data within Salesforce, while new orders, accounts, etc., are SYNC'd from CRM to Sage 100</p>
<p>Horizon Ag-Products needed more sophisticated and up-to-date reports and sales forecasting</p>	<p>Commercient two-way SYNC, ERP to CRM, CRM to ERP</p>	<p>With sales history, the team at Horizon AG can forecast what products certain clients will be ordering, and when they may order less or more year-over-year</p>

NOTES

- For over 30 years, **Horizon Ag-Products has been a leader in plant health solutions**, and help make fertilizer better. Their mission is to help the agricultural industry to maximize their crop yields, enabling them to achieve greater success.
- The company leveraged **Salesforce, the leading cloud CRM in the world, to help modernize and update their sales processes.**
- However, important data within their Sage 100 and Salesforce remained siloed. To help with that, and improve sales forecasting and reporting, Horizon Ag-Products turned to **Commercient SYNC, the #1 integration platform for sales data.** SYNC connects their Sage 100 to Salesforce, giving their team a **360-degree view of their sales and marketing.**

RESULTS

- With Commerciant SYNC in place, the team at Horizon Ag-Products has access to important Sage 100 data within Salesforce. This includes **customer information, sales history, invoicing, serial numbers invoiced, inventory, multi ship to addresses, and more. New accounts, sales and opportunities are SYNC'd from Salesforce to Sage 100.**
- Amanda Lamouria, Sales Coordinator at Horizon Ag-Products, explained that data integration helps with their sales forecasting. “[SYNC] was the best way to be able to provide the information to [our sales team], because they actually don't have access to Sage 100. [Commerciant] makes it easier to run a report in Salesforce, and then we enter our forecast orders.”
- In addition, they have immediate access to reports, such as sales history for year-over-year, quarter-over-quarter, etc. This helps them spot potential issues. “Our team can look and see if a [client] bought in the same timeframe as before. And if not, then they reach out to them and say, ‘Hey what’s going on? I see that you've placed orders for products, but not as much now. How can I help?’”

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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