



Industrial Soap Tracks Their Growth Through Instant And Accurate Reports With SYNC

Commercient Integrates Infor A+ (AS400) and Salesforce



Company Profile



Established in 1933 in St. Louis, Missouri, Industrial Soap Co continues the commitment to provide the best quality products and services to their long-time customers: Janitorial Chemicals, Equipment, Paper, Disposable Food Service Products, and Retail Packaging. Their principles are: strong lasting relationships with suppliers, dedication to employees, and unparalleled commitment to customers.

LOCATION	St. Louis, MO
EMPLOYEES	51 - 200
INDUSTRY	Janitorial Chemicals, Equipment, Paper, Disposable Food Service Products, and Retail Packaging.
ERP & CRM	Infor A+ & Salesforce
CUSTOMER BUSINESS MODEL (B2B, B2C, or Both)	B2B
SOLUTION(S)	Commercient SYNC
GO LIVE DATE	Fall 2019

CHALLENGE	SOLUTIONS	RESULTS
<p>Industrial Soap Co. needed a CRM to provide their sales team with information about customers</p>	<p>Salesforce, a leading Customer Relationship Management software</p>	<p>With Salesforce, they don't need to wait for monthly Sales meetings to know customers status</p>
<p>Data between Infor A+ (AS400) and Salesforce remained siloed</p>	<p>Commercient SYNC, the #1 data integration platform for sales</p>	<p>ERP data can be accessed directly in CRM, including customer information, sales history, invoicing, serial numbers invoiced, inventory, and more</p>
<p>The sales team needed easy access to key data, such as open orders, receivables, payables, etc.</p>	<p>SYNC integrates specific sales data from Infor A+ to Salesforce</p>	<p>They don't need to wait after work hours to have a 360-degree view of sales and customers</p>

NOTES

- **Industrial Soap Co., based in St. Louis, MO, provides Janitorial Chemicals, Equipment, Paper, Disposable Food Service Products, and Retail Packaging to their customers since 1933.** They use Infor A+ (AS400) to manage their operations and finances.
- Previously, the business had to wait for monthly Sales meetings to get a view of sales and customers. They chose **Salesforce to improve visibility of customer information and make it easier for their Sales team to track customer information.** Despite the challenge of integrating a CRM into the Sales process, the team has adjusted to the change well.
- However, data within Infor A+ (AS400) remained siloed, and not easily accessible as it was not easy to connect this ERP system. They had tried it in the past with no success, until they decided to leverage **Commerciant SYNC, the #1 data integration platform for sales, to integrate their ERP and CRM.**

RESULTS

- Industrial Soap knew that having **key data integrated from Infor A+ to Salesforce was important, but not easily attainable**. “We would meet with our sales reps once a month and talk to them about their book of business and what customers they were calling on and what their sales were that previous month” said Ken Bargfeldt, VP of Business Development at Industrial Soap Co. “So going to where we are now is a huge leap. **Management is able to see that kind of information in real time.**”
- SYNC has unified the quoting process as well. “We have like 15 or 16 different sales reps and they were doing 15 or 16 different kinds of quotes. **Now we’re building out quotes in our Salesforce as opposed to some reps using Microsoft Word or Excel before**”.
- “[Commerciant SYNC] put us at more ease because we always thought that we were growing, but now we can see our numbers in retrospect after things are sold. It's **definitely refreshing on the new opportunities that we have moving forward**”, Bargfeldt commented.

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 85 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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