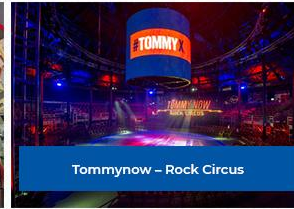




True Staging Sales Team Can See Profit Percentages Immediately And In Real Time With SYNC

Commercient Integrates Sage
50 UK and Salesforce



Founded in 2008 in the UK, True Staging creates bespoke, high-quality sets and environments, tailored to the client's brief. With sustainability at its core, True's approach to construction means it embraces its environmental responsibilities and puts its team first, making it one of the best places to work in the UK event industry.

LOCATION	London, UK
EMPLOYEES	27
INDUSTRY	Set construction, Set Building, Prop making, and Live Event Production
ERP & CRM	Sage 50 UK & Salesforce
CUSTOMER BUSINESS MODEL (B2B, B2C, or Both)	B2B & B2C
SOLUTION(S)	Commercient SYNC
GO LIVE DATE	Summer 2016

CHALLENGE	SOLUTIONS	RESULTS
<p>True Staging needed to centralize customer data to provide easier and better access (especially costs of events projects).</p>	<p>Salesforce, the world's #1 cloud CRM system.</p>	<p>With Salesforce, all customer data is centralized in one place, so they can compare committed costs vs. actual costs per customer/project.</p>
<p>The Sales team had very limited access to Sage 50 UK.</p>	<p>Commercient SYNC, the #1 data integration platform for sales.</p>	<p>Thanks to SYNC, Sales can access ERP data directly in Salesforce, including customer information, sales history, invoicing, serial numbers invoiced, price levels, and more.</p>
<p>They needed to keep a closer eye on budget to make sure everything was running as expected.</p>	<p>SYNC integrates specific sales data from Sage 50 UK to Salesforce.</p>	<p>The Sales team can see information such as percentage profit immediately, in real time.</p>

NOTES

- Founded in 2008 in the UK, True Staging creates bespoke, high-quality sets and environments for events, tailored to the client's brief, and with an environmental focus.
- True Staging implemented **Salesforce, the #1 cloud CRM in the world**, for their sales team to store customer information; and Sage 50 UK as their ERP, for their accounting and projects information and budgets.
- However, their data between Sage 50 UK, their ERP, and Salesforce was siloed. They turned to **Commercient SYNC, the #1 data integration platform for sales, to integrate Sage 50 UK and Salesforce.**

RESULTS

- With **Commerciant SYNC**, the sales team at **True Staging** can quickly access important data from **Sage 50 UK** directly within **Salesforce**. This includes customer information, invoicing, quotes, bill to and ship to addresses, and more.
- Jennifer Angus, Head of Finance at True Staging, explained: **“The bits that are working are good for our sales team, because they can see percentage profit immediately in real time.”**
- While Commerciant SYNC has helped to increase productivity, it also helps to keep an eye on budget. **“Rather than get to the end of the project and go, ‘Oh my God, what went wrong?’, we can actually see how it's going day-by-day, and we can change things, before we get too bad.”**
- That way, they can **compare actual costs vs. committed costs**, and see if there's something wrong with pricing early on.

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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