



## Humatics Avoided a Costly, Giant Integration To Get a Full View of Deals and Customers

Commercient SYNC Integrates HubSpot and NetSuite

VEHICLE TRACKING & SAFETY

### WHERE THE FORK IS YOUR LIFT?





Founded in 2015, Humatics is pioneering microlocation technology, offering centimeter- and millimeter-scale positioning that is faster, more precise, and affordable than any existing 3D positioning or location tracking technology on the market. Their breakthrough microlocation system and analytics software comprise the Humatics Spatial Intelligence Platform™ that will revolutionize how people and machines locate, navigate and collaborate in the connected world.

LOCATION	<i>Waltham, Massachusetts</i>
EMPLOYEES	<i>11-50</i>
INDUSTRY	<i>Industrial Automation</i>
Customer Business Model (B2B, B2C, or Both)	<i>B2B</i>
SOLUTION(S)	<i>Commercient SYNC for HubSpot</i>
ERP & CRM	<i>HubSpot &amp; NetSuite</i>
GO LIVE DATE	<i>2018</i>

CHALLENGES	SOLUTIONS	RESULTS
Track Humatic's deals, sales and customers information	HubSpot CRM and Marketing	The sales team has a platform to enhance their interactions with leads and customers
Data between HubSpot and NetSuite remained siloed	Commercient SYNC for HubSpot, the #1 data integration platform for sales	The financial team can see changes made in HubSpot directly in NetSuite
Avoid double data entry or products and pricing errors in HubSpot	Commercient's bi-directional integration app	New accounts, or changes in products and pricing are seen in both systems, avoiding double data entry.

### Notes & Results

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- Founded in 2015, **Humatics is an industrial automation company selling radios and devices for better location tracking.** The company utilizes NetSuite to manage operations and finance.
- Humatics decided to leverage **HubSpot CRM and Marketing, to track their sales, deals and customer information.** They use **NetSuite** to manage accounting information, so the data was siloed.
- “Before, the team had to **enter sales orders by hand**” said Samantha Busby, Applications Systems Analyst at Humatics. “The process is a lot quicker now.” Busby explained that any new lead or closed deal entered by the Sales team was only visible in HubSpot, which “**wasn’t good for the Financial team.**”
- To get a complete picture of sales, customers and marketing, the company decided to leverage a cloud-based **Commercient SYNC for HubSpot and NetSuite, the #1 data integration platform for sales.**

### Notes & Results

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- "We use HubSpot to track our sales and deals, so **whenever a deal was closed we needed to come over to NetSuite**, where we do all of our financial work, shipping and receiving," explained Busby. "**Commerciant takes the information on HubSpot of that deal that was closed and pulls it over to NetSuite. It also creates a company profile** if we haven't sold to this person before in NetSuite as well."
- In addition, **new and updated accounts and orders created in HubSpot are synced to NetSuite**, avoiding double data entry, the risk of errors, and the need to ask Accounting or Sales people all the time for specific information.
- Commerciant offers a variety of integration features at a reasonable price, making it an easy decision for the team at Humatics. In addition, Busby explained that customization was an important component to ultimately working with Commerciant. "We could **customize it, and just pull over what we needed, and not have to do this whole giant integration,**" she said

## 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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