



transponder and reader engineered systems

Centralized View of Important Data Expedites the Decision Making Process, Thanks to SYNC

Commercient Integrates Sage 50 US and
Zoho Enterprise CRM

TRES 900S

TRES 900

TRES 433

Intelli-Track

iModule

Defender



transponder and reader engineered systems

900S

RFID REIMAGINED



COMPANY PROFILE



Transponder and Reader Engineered Systems, Inc. (TRES) is a privately held RFID development company specializing in Active and Passive RFID technologies. Co-founded in 2011, they bring extensive background and experience in development, electronic circuit design, sales, marketing and distribution to support and grow our product line. The company's new larger facility is in response to the continued growth of their innovative RFID products and provides for increased warehousing, additional production capacity and a product development/testing center to meet our increased customer needs.

LOCATION	<i>Peachtree, Georgia</i>
EMPLOYEES	<i>51-100</i>
INDUSTRY	<i>Manufacturing</i>
ERP & CRM	<i>Sage 50 US & Zoho Enterprise CRM</i>
CUSTOMER BUSINESS MODEL (B2B, B2C, or Both)	<i>B2B</i>
SOLUTION(S)	<i>Commercient SYNC</i>
GO LIVE DATE	<i>Spring 2020</i>

CHALLENGE	SOLUTIONS	RESULTS
Implement a CRM and update sales processes	Zoho Enterprise CRM, a leading and trusted CRM	The company can manage leads, customers and more
Data between Sage 50 and Zoho Enterprise CRM is siloed	Commercient SYNC, the #1 data integration platform for sales	Zoho becomes a unified place for the sales team to get important ERP data
In the future, implement a CRM to ERP integration	Commercient will provide a bi-directional SYNC	New and updated accounts and orders created in Zoho will be SYNC'd to Sage 50

NOTES

- **Transponder and Reader Engineered Systems, Inc. (TRES) is a leading RFID development company specializing in Active and Passive RFID technologies.** They are based in Peachtree, Georgia, and use **Sage 50 for finance and operations.**
- To help update their sales processes, and manage customers, leads and more, the company **implemented Zoho Enterprise CRM,** a leading and trusted CRM.
- However, **data between Sage 50 and Zoho remained siloed.** “It was very frustrating that the information that we needed to make intelligent decisions with any of our major accounts, was in two separate places,” said Philip Wright, Vice President of Sales and Marketing.
- TRES chose **Commercient SYNC, the #1 data integration platform for sales** to help free their data, and give the company a complete picture of sales, customers and marketing.

RESULTS

- Commerciant SYNC gives Transponder and Reader Engineered Systems (TRES) a **centralized location for all of their information** by integrating Sage 50 data to Zoho Enterprise CRM. This includes **customer information, sales order history, invoicing, serial numbers, pricing levels, salesperson names, and much more.**
- **“When our sales team is in front of a customer, they can get the information quickly on their phone,”** said Angie Hebert, Marketing at TRES. **“The more information we can provide them, the better they’ll do, and better informed they can be.”**
- A future goal for TRES is a **bi-directional SYNC from Commerciant. New and updated accounts and sales orders created in Zoho Enterprise CRM will be integrated to Sage 50.** This will eliminate double data entry and possible errors.

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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