

WILSONPRO

weboost

zBoost
extending cell zones

Accelerating The Sales Process With Commercient SYNC

Wilson Electronics now sends quotes and
sells faster thanks to SYNC



 **Commercient™**
ERP Integration for CRM

COMPANY PROFILE

Wilson Electronics is the world's leader in cellular improvement products, and have three companies called weBoost, zBoost and WilsonPro. Based in St. George, Utah, they provide bidirectional cellular amplifiers and boosters for mobile, in-building, and other applications such as industrial.

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| LOCATION | <i>St. George, Utah</i> |
| EMPLOYEES | <i>201-500</i> |
| INDUSTRY | <i>Cellular Boosters and Amplifiers</i> |
| ERP & CRM | <i>Sage 100 and Microsoft Dynamics 365</i> |
| Customer Business Model (B2B, B2C, or Both) | <i>B2B</i> |
| SOLUTION(S) | <i>Commerciant SYNC</i> |
| GO LIVE DATE | <i>2017</i> |

| CHALLENGE | SOLUTIONS | RESULTS |
|--|---|---|
| There wasn't a good solution to connect Sage 100 to Microsoft Dynamics 365 | Commercient SYNC, the number one ERP to CRM data integration platform | The sales team has access to orders, invoices, bill to and ship to addresses, inventory, and more, in their CRM |
| Save time with access to Sage 100 ERP data in Dynamics | The sales team doesn't have to log into two separate systems to access data, thanks to SYNC | Time is saved by having data in one place, Microsoft Dynamics 365 |
| More data to help with opportunities in Microsoft Dynamics 365 | SYNC connects product pricing and other data from Sage 100 to Dynamics | The sales team can access pricing in Dynamics 365 to offer quick quotes to clients |

NOTES

- Wilson Electronics is the world's leader in bi-directional cellular amplifiers and boosters. **The company leverages Sage 100 ERP and Microsoft Dynamics 365 CRM** to help manage their business.
- The team at Wilson reached out to Commercient to help **integrate their ERP and CRM data, including Customer Orders, History, Invoices, Bill To and Ship To Addresses, and much more.** Kyle Brandt, CRM Developer & Administrator at Wilson Electronics explained. "There wasn't software we had that could move the data from Sage 100 up to our CRM. And so we were looking for a product that could do that. That's where we came into Commercient."
- SYNC currently runs one-way from Wilson Electronics' Sage 100 to Microsoft Dynamics 365 in real-time. **This gives the company's sales team access to the customer data in their CRM without having to log into the ERP, saving time.** There are plans to implement a two-way SYNC in the near future, pushing data from Dynamics 365 back into Sage 100.

RESULTS

- Commerciant has helped Wilson Electronics save time by having key data, such as sales orders, invoicing, inventory, pricing, and more, in Microsoft Dynamics 365. As Kyle Brandt explained, **“SYNC just gives us one place where a person can go and find all the data. They don't have to search for a specific customer multiple times in different systems.”**
- Brandt continued, “It's helped our company with getting the data from our ERP system into our CRM system, where our **sales agents can look and see client information, so they don't have to switch between multiple programs.**”
- There have been other benefits beyond just getting customer data from Sage 100 into Microsoft Dynamics 365 CRM. As Brandt noted, “The sales agents have been doing a lot with opportunities in Dynamics, where the products and more are up there now, because of the SYNC integration. **Commerciant helps them be able to get the pricing and everything so they can do quick quotes, right off the bat.**”

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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