



# Lynn Electronics Leverages Reporting and Analytics, Thanks To SYNC

Commercient Integrates Sage 100 and Salesforce Enterprise





## COMPANY PROFILE

Founded in 1964, Lynn Electronics, offers a complete solution for copper and fiber optic cabling and connectivity requirements. The company is one of the only cable assembly houses in the country with two Corning Gold-approved full line distribution centers. With a 7,500 square foot facility in California, and a 40,000 square foot facility in Pennsylvania, covering both coasts and everything in between. Since both state-of-the-art locations manufacture tens of thousands of custom copper and fiber cords each week, offering fast turn-around.

LOCATION	<i>Ivyland, Pennsylvania</i>
EMPLOYEES	<i>101 - 200</i>
INDUSTRY	<i>Manufacturing and Distribution</i>
ERP & CRM	<i>Sage 100 and Salesforce Enterprise</i>
CUSTOMER BUSINESS MODEL (B2B, B2C, or Both)	<i>B2B</i>
SOLUTION(S)	<i>Commercient SYNC</i>
GO LIVE DATE	<i>Fall 2017</i>

CHALLENGE	SOLUTIONS	RESULTS
Implement a powerful, cloud-based CRM to modernize Lynn Electronics' sales processes	Salesforce Enterprise, the #1 cloud-based CRM in the world	The company can better manage opportunities, leads, customers and much more
Data remained siloed between Sage 100 and Salesforce Enterprise	Commercient SYNC, the #1 data integration platform for sales	The team at Lynn Electronics can access ERP data directly in CRM, helping with reporting, etc.
Continue to enhance the company's experience with Salesforce	Commercient and Urgensee will work together	Salesforce will become even more centralized and streamlined for Lynn Electronics

### NOTES

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- **Lynn Electronics is a Corning Gold Certified manufacturer and distributor of copper and fiber optic cabling and connectivity requirements**, with facilities in California and Pennsylvania. They use Sage 100 for operations and finance.
- The company relied on spreadsheets and accessing data from Sage 100 to manage opportunities and customers. With the **help of Dan Woodward and his team at Urgensee, Lynn Electronics moved to Salesforce Enterprise, the leading CRM in the world, helping streamline and modernize their sales processes.**
- The data between their ERP and CRM remained siloed. To help the sales team to **access important Sage 100 data within Salesforce Enterprise**, the company turned to **Commercient SYNC, the #1 data integration platform for sales.**

### RESULTS

- The sales and management teams at Lynn Electronics can **access important Sage 100 data directly in Salesforce Enterprise**, including **customer information, sales order history, invoicing, serial numbers, price levels, and more.**
- “SYNC is really critical to allowing them to have the information they need in Salesforce,” explained Dan Woodward of Urgensee. **“They can leverage reporting, analytics, dashboards, and get information when they need it.”**
- Commercient will continue to work with Urgensee to **further enhance Lynn Electronics team’s experience with Salesforce Enterprise.** This includes **SYNCing more tables from Sage 100 to Salesforce**, and a possible **CRM to ERP Phase Two SYNC** in the future.

## 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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