



# SealRyt's Data is SYNC'd to Salesforce to Enhance Quoting and Much More

Commercient Integrates Made2Manage and Salesforce Enterprise



PACKRYT BEARING SYSTEMS



MECHANICAL PACKING



RING SETS



GLAND FOLLOWERS

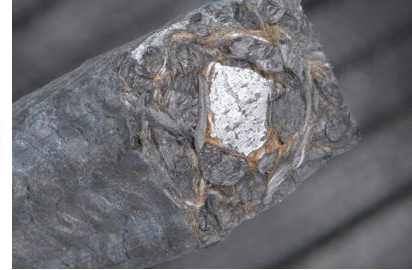


FLOW INDICATORS



TOOLS





The SealRyt Corporation was founded in 2001 to develop, patent, and manufacture alternative sealing devices. Our personnel have substantial experience in the fluid & gas sealing industry – some over 30 years. Their goal is to grow and benefit by focusing on developing sustainable reliability improvements for specific problem applications as well as to function long term in general rotating equipment. This is done by applying advanced technology, effort, and knowledge to applications, one at a time.

LOCATION	<i>Westfield, MA</i>
EMPLOYEES	<i>11 - 50</i>
INDUSTRY	<i>Manufacturing</i>
ERP & CRM	<i>Made2Manage &amp; Salesforce Enterprise</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
<p>SealRyt needed a powerful CRM solution without having to access the ERP</p>	<p>Salesforce Enterprise CRM, the #1 CRM platform in the world</p>	<p>They have all the powerful Salesforce features available</p>
<p>Made2Manage ERP has been difficult for other people to understand</p>	<p>Commerciant SYNC, the #1 data integration platform for sales</p>	<p>Data in M2M is easily accessible in Salesforce</p>
<p>They considered a custom setup to connect M2M with the CRM</p>	<p>Commerciant's integration and technical support</p>	<p>Commerciant's experience in M2M, plus a ready-to-deploy product, made implementation easier</p>

### NOTES

- **The SealRyt Corporation was founded in 2001 to develop, patent, and manufacture alternative sealing devices.** They were using Made2Manage (M2M) ERP to manage data, but they needed a CRM in place to help their Sales team. They chose Salesforce Enterprise, the #1 CRM in the world.
- Peter Chilton, Marketing Manager at SealRyt, said that once Salesforce was deployed, the company wanted Made2Manage data integrated into it, making it useful for the team. Since Commerciant connects M2M with Salesforce, they decided to move forward with the integration. **“I feel like we've made more progress since we've hired you guys, than we have had in over a year or so,”** he explained.
- At first, they considered a custom integration, which would have taken longer to be deployed and wasn't as cost effective.

### RESULTS

- **“The fact that you guys have already done it and it's an off the shelf product, and then your launch speed and time, just the experience,”** explained Peter Chilton. **“So that's why we went with Commerciant. We couldn't find anyone else that would do Made2Manage”.**
- With Commerciant SYNC, SealRyt has a 360-degree view of customers. **“Just allowing sales people to be able to see the ERP data that they call or email us for every day, right in Salesforce, is going to be a game changer,”** Chilton said.
- Chilton also explained that they needed the data in front of their Sales team to take action: **“Just staring at no data is really hard to visualize workflows. So we said ‘We need to get our data in Salesforce in order to actually make decisions about how we're going to use that data’”**
- Andrew Getto, Design Engineer at SealRyt, added the value they see in just having all that data for **quoting and other processes in a centralized location** is now **“right in front of us.”**

## 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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