



SPECTROLINE®

# SYNC and Salesforce Help Close More Deals and Improve Sales Forecasting

Commercient SYNC Integrates Infor VISUAL  
and Salesforce



HVAC/R



NONDESTRUCTIVE TESTING



INDUSTRIAL



FORENSICS



AVIATION



LABORATORY



SAFETY



SPECIALTY



**Commercient™**  
ERP Integration for CRM



## COMPANY PROFILE



Spectronics Corp. is the world's leading manufacturer of ultraviolet equipment and fluorescent materials. Spectroline UV lamps and radiometers are widely used to verify the structural integrity of military and commercial aircraft. Spectroline fluorescent dyes are used to check for fluid leaks in power plants, nuclear reactors, oil pipelines and industrial facilities worldwide, along with HVAC systems. Spectroline has been featured in hit TV shows such as The X-Files and CSI.

LOCATION	<i>Westbury, NY</i>
EMPLOYEES	<i>400 to 500</i>
INDUSTRY	<i>Manufacturer &amp; distributor of U/V equipment &amp; fluorescent materials</i>
ERP & CRM	<i>Infor VISUAL &amp; Salesforce</i>
CUSTOMER BUSINESS MODEL (B2B, B2C, or Both)	<i>B2B</i>
SOLUTION(S)	<i>Commercient SYNC</i>
GO LIVE DATE	<i>2016</i>

CHALLENGE	SOLUTIONS	RESULTS
<p>Modernize their sales system, and move to the cloud</p>	<p>Implementation of Salesforce Enterprise Edition</p>	<p>Spectronics' sales team has more visibility of their sales performance, which has led to closing more deals</p>
<p>Sales team needs more visibility of the customer base</p>	<p>Commercient SYNC, the #1 data integration platform for sales</p>	<p>Sales now has a 360-degree view of their customers, including sales history, invoicing, inventory and more. Their profit margins have increased as a result</p>
<p>Spectronics needs more insight to help with sales forecasting</p>	<p>SYNC integrates from Infor VISUAL to Salesforce, plus dashboards and analytics</p>	<p>With the data, they can see what products are becoming best sellers, and where trends are going</p>

### NOTES

- Spectronics is the leading manufacturer of ultraviolet equipment and fluorescent materials, which are used to detect structural integrity, in addition to fluid leaks in major industrial plants. **The company recently implemented Salesforce to help modernize their sales processes.**
- Prior to implementing Salesforce, Spectronics' sales team were relying on email and other tools. As Joseph Noonan, IT Manager, explained, sometimes emails were missed. "There was less accountability. **So missing an email as a lead or a sales order, we were sometimes missing \$50,000 to \$100,000 orders.** Leveraging Salesforce gives us **more visibility and more accountability.**"
- The sales representatives needed visibility of customer information, inventory data, and more, from Infor VISUAL into Salesforce. **They turned to Commercient SYNC, the #1 ERP and CRM integration platform for sales, to help connect that data.**
- Some examples of the data SYNC is integrating from Infor VISUAL to Salesforce includes: **Customer Accounting Records; Sales Order history; Invoice History Headers and Details; Serial Numbers; Bill To and Ship To Addresses; and much more.**

### RESULTS

- After implementing Salesforce, and having Commercient SYNC integrate data from Infor VISUAL, Spectronics have seen an increase in their profit margins. IT Manager Joseph Noonan said **they've seen an improvement of 3 to 4% in their profit margins.**
- When sales reps are on the road, they now have visibility of a customer's order and payment histories, in addition to easy access to a product's availability. As Noonan explained if a customer requests a certain number of a products: **"Rather than our sales reps having to call back to the office, they have visibility to see inventory levels via SYNC, and can say to the customer, 'We have a thousand of these stock.'"**
- The sales team at Spectronics is using customer data SYNC'd by Commercient, including order history, to help forecast their sales. **"Being able to see data more visibly, through analytics and dashboards, just makes it easier to say, 'Okay this is where the trend is going,'"** said Noonan. **"What products did the customers purchase? What products become more of a best seller? So we can anticipate better forecasting."**

## 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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