



## Commercient SYNC Provides Sales Reps With A 360° View Of Sales & Invoicing

Commercient SYNC Integrates Chute Master's Sage 50 & Salesforce



## COMPANY PROFILE



ChuteMaster is an indoor environmental services leader, and offers cleaning of air ducts, dryer vents, trash chutes, HVAC dust systems, for commercial and residential customers. Headquartered in New Jersey, ChuteMaster operates in over 15 states.

LOCATION	<i>Union, NJ</i>
EMPLOYEES	<i>50 to 100</i>
INDUSTRY	<i>Indoor Environmental Services</i>
ERP & CRM	<i>Sage 50 &amp; Salesforce</i>
CUSTOMER BUSINESS MODEL (B2B, B2C, or Both)	<i>B2B and B2C</i>
SOLUTION(S)	<i>Commercient SYNC</i>
GO LIVE DATE	<i>2017</i>

CHALLENGE	SOLUTIONS	RESULTS
Sales Representatives need to be more involved with the customer records for service and invoicing	Solution: Commercient's SYNC Integration Platform for Sage 50 and Salesforce	Sales, Accounting and Scheduling Departments have centralized access to customer records
Remove the extra step of checking a separate calendar to see when services were last performed and paid	SYNC provides access to customer service history, sales information, and prospects	The Sales Team can schedule new service for existing customers without the extra step
Sales Reps need to be more involved in collections of unpaid invoices	Data is centralized thanks to one-way SYNC from Sage 50 to Salesforce	They are now involved with invoicing, and collections of unpaid invoices
Replace an overpriced existing data integration platform, Informatica	Commercient SYNC, #1 Sales Integration Platform	Cost-effective, tailor-made, and cloud-based service with personalized support

### NOTES

- ChuteMaster's Bram Berlin and his Business Development team were using Informatica, a competing data integration app to sync their Sage 50 data to Salesforce to help sales reps get a more complete picture of sales and invoicing history.
- As Bram noted about Informatica, the competing software, **"The best way to describe it would be like driving down a block in a very heavy duty car.** It's built for much bigger businesses with more complex needs than we had, and we were paying a hefty premium for this software that we thought... could help us accomplish what we were looking for."
- Commercient implemented the SYNC integration platform at ChuteMaster to **connect data from Sage 50 to Salesforce, one-way and once a week.** ChuteMaster's sales reps are now able to access important data in a centralized location in Salesforce, where they log their sales information and prospects, along with access to existing customer's data and invoicing history.
- **"Commercient SYNC is a more cost-effective solution than the previous software we were using for a similar mechanism,"** Bram continued. "In addition to that, SYNC seems to be working a lot better. It has saved a lot of my time of not dealing with [Informatica's] overseas support team, who dealt with people... by sending instructions they think you can figure out yourself, which isn't necessarily always best. Commercient's support team -- **I've dealt with Patricia [in Level 1 Support] a lot, who is always there to lend a helping hand, and really [gets involved] with support.**"

### RESULTS

- “We needed to get our sales reps a more accurate picture of our invoicing situation as well as invoicing history,” said Bram Berlin, Business Development at ChuteMaster. “It subjected us to a couple of additional problems, most notably **they needed to check a separate calendar just to see when things were invoiced**, which is an extra step that is unnecessary when revisiting properties we have done work with in the past.”
- “**What Commerciant has allowed us to do is put all our information in one central place**,” said ChuteMaster’s Bram Berlin. “So in Salesforce, not only can they log their sales information and their prospects, but they can go into a single central place, and see when [an existing customer] was serviced last.”
- Bram Berlin continued: “In addition to that, [the SYNC’d data gets our reps involved] on the collections side; they can now see whether or not invoices have been paid, which becomes an obstacle when customers want to schedule their service for next year, [if they didn’t pay last year]. **It’s given us another layer of protection from outstanding invoices.**”

## 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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