



Define Yourself
CRESCENT BRONZE
The Metallic Products Specialist

Commercient Optimizes Decision Making for Sales Strategy & Business Trends

SYNC Integrates Sage 500
and Salesforce

 **Commercient™**
ERP Integration for CRM





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COMPANY PROFILE

Since 1922, Crescent Bronze has been a leader in the metallic pigments and coatings industry. They offer 125+ specialty pigments and colors. From decorative painting to large-scale industrial and architectural applications, Crescent Bronze products provide unique solutions to a diverse group of market segments where pigments and speciality coatings are required. If you have ever seen a movie, walked into a casino, went to the theatre, or even stayed in a hotel, chances are you've seen Crescent Bronze products in action.

LOCATION	<i>Oshkosh, Wisconsin</i>
EMPLOYEES	<i>10 to 15</i>
INDUSTRY	<i>Manufacturer & Distributor of Painting Products</i>
ERP & CRM	<i>Sage 500 & Salesforce</i>
CUSTOMER BUSINESS MODEL (B2B, B2C, or Both)	<i>B2B & B2C</i>
SOLUTION(S)	<i>Commercient SYNC</i>
GO LIVE DATE	<i>August 2018</i>

CHALLENGE	SOLUTIONS	RESULTS
Crescent Bronze needed to modernize their sales system	Salesforce, the top cloud CRM in the world	The company now has a modern, cloud-based CRM, streamlining their sales processes
Data between Sage 500 and Salesforce remained siloed	Commercient SYNC, the #1 data integration platform for sales	The sales team can access ERP data within CRM, giving them a full view of sales and customers
Quickly create reports that can help the management and sales teams	Years of sales history are SYNC'd, creating comprehensive reports in Salesforce	Crescent Bronze can quickly analyze trends, lapsed customers, and execute new sales strategies

NOTES

- Since 1922, Crescent Bronze has been a leader in **metallic paint manufacturing and sales**. They cater to a variety of customers, including builders, Hollywood studios, theater companies and more.
- The company had been using Sage 500 ERP for several years, and decided to leverage **Salesforce to help modernize their sales processes**.
- **“It helps with analyzing data in a new way that can help the sales team,”** explained Noah J. Martin, Director of Marketing & Inside Sales at Crescent Bronze. **“We can highlight our market segments and see what's most productive, and decide where we should go next in terms of directing our sales strategy.”**
- To help with that, they chose **Commercient SYNC, the #1 data integration platform for sales, to integrate and help analyze the data between Sage 500 and Salesforce.**

RESULTS

- With Commerciant SYNC, the sales team can now see Sage 500 data in Salesforce, such as **customer info, terms, inventory, invoices, bill to and ship to addresses, and more.**
- “Our salespeople can **follow up with customers faster, and they have more visibility into accounts,**” explained Noah J. Martin. “**They can approach the customer more proactively.**”
- Another **major benefit of having access to Sage 500 data in Salesforce is efficiency.** Martin said that “it consolidates the information from Sage, and it’s available and visible in Salesforce very quickly. Sales doesn’t need to go to multiple screens for that information.” This also helps with **creating reports based on the integrated ERP and CRM data,** helping with sales strategies.
- “There’s really no question that as we move into the future, technology like the **Commerciant SYNC integration are going to play a pivotal role in helping us,**” said Martin.

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.

Phone No:

US: +1 (844) 282-0401

UK: +44 20 3870-2803

SA: +27 87 550-5997

Email:

support@commercient.com

sales@commercient.com

