



# The Sales Team at Maypro Can Work Exclusively in Salesforce Thanks to SYNC

Commercient Integrates Sage 100 and Salesforce Professional





Founded in 1977, Maypro is one of the largest global suppliers of nutraceutical ingredients and fine chemicals, with six strategically located companies in the U.S., Japan, and China, and a global staff of over 100. They continue to build global bridges, expanding into Europe and Latin America, and now service hundreds of countries worldwide.

LOCATION	Purchase, New York
EMPLOYEES	100+
INDUSTRY	Global Supplier of Dietary Ingredients & Chemicals
ERP & CRM	Sage 100 & Salesforce Professional
CUSTOMER BUSINESS MODEL (B2B, B2C, or Both)	B2B
SOLUTION(S)	Commercient SYNC
GO LIVE DATE	Summer 2020

CHALLENGE	SOLUTIONS	RESULTS
Replace Maypro's previous CRM	Salesforce Professional, the world's leading cloud-based CRM	The company can better manage opportunities, customers, leads, and much more
The sales team needed better data integration to work exclusively in Salesforce	Commercient SYNC, the #1 data integration platform for sales	SYNC integrates Sage 100 data to CRM, keeping the sales team in Salesforce Professional
Streamline the tracking of sales orders in CRM	Commercient integrates specific Sage 100 data to Salesforce	Maypro can easily track sales directly in Salesforce Professional, without logging into ERP

### NOTES

- **Maypro is one of the largest global suppliers of nutraceutical ingredients and fine chemicals.** They utilize Sage 100 for operations and finance.
- **They moved to Salesforce Professional from a previous CRM, to help continue modernizing their sales processes, plus improve the management of opportunities, customers, leads, and more.**
- **“Our goal was to have Salesforce Professional be the single source of truth for our sales team,”** said Joshua Guarino, Senior Manager at Maypro Legal and Corporate Affairs Department and Salesforce Administrator.
- To achieve that goal, and get a complete picture of sales, customers, and marketing, Maypro selected **Commerciant, the #1 data integration platform for sales, to connect data from Sage 100 to Salesforce Professional.**

### RESULTS

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- With Commerciant SYNC, the sales team can access Sage 100 data directly in Salesforce Professional. This includes **customer information, sales order history, invoicing, price levels, salesperson assignments, and much more.**
- “With data from Sage 100 being pushed over via Commerciant SYNC to Salesforce on a scheduled basis, our sales team can avoid having to use multiple platforms,” explained Josh Guarino. “This also helps **increase adoption of Salesforce.**”
- In addition, having the Sage 100 data available in Salesforce, and at the fingertips of the teams at Maypro, **they can easily trace order history, and see who handled each step of the sale.**

## 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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