



# SynQuest Greatly Improved Their Quoting Process and Sales Management with SYNC

Commercient Integrates ProcessPro and  
Salesforce Professional

## CHEMICAL SERVICES

- Research Chemical Catalog
- Custom Synthesis & Manufacturing
- Bulk Chemicals



## SYNQUEST LABORATORIES

Bringing creativity and innovation to fluorine chemistry



For 25 years, SynQuest Laboratories has specialized in fluorinated organic and inorganic chemicals, providing a creative and innovative range of building blocks, reagents and compressed and liquefied gases. They offer chemical services designed to expedite their clients' research from conception to pilot quantities. They currently offer over 90,000 items with over 30,000 fluorochemicals. and can custom manufacture to a clients' specifications.

LOCATIONS	<i>Alachua, Florida</i>
EMPLOYEES	<i>25+</i>
INDUSTRY	<i>Chemical</i>
ERP & CRM	<i>ProcessPro &amp; Salesforce Professional</i>
CUSTOMER BUSINESS MODEL (B2B, B2C, or Both)	<i>B2B</i>
SOLUTION(S)	<i>Commercient SYNC</i>
GO LIVE DATE	<i>Fall 2019</i>

CHALLENGE	SOLUTIONS	RESULTS
Implement a state-of-the-art CRM, after a previous one didn't work out	Salesforce Professional, the world's top cloud-based CRM	SynQuest Laboratories can better manage customers, opportunities, leads, and much more
ProcessPro and Salesforce data integration to streamline sales and increase adoption of CRM	Commercient SYNC, the #1 data integration platform for sales	ERP data can be accessed directly in Salesforce, which helps the sales team successfully adopt the CRM
Improve quoting out of Salesforce	Commercient SYNCs important data from ProcessPro	The sales team can access sales history, lot numbers, etc., which helps give accurate quotes

### NOTES

- SynQuest Laboratories specializes in fluorinated organic and inorganic chemicals. They use **ProcessPro** for their operations and finances.
- Todd Brown, Director of Sales and Marketing, worked to implement **Salesforce Professional**, the top CRM in the world, to assist in **modernizing their sales processes, manage customers and opportunities, improve quoting, etc.**
- **“I knew one of the strengths of Salesforce is the quote object, and I immediately focused on that,”** said Brown. **“We have done several thousand quotes this year, and Salesforce does a terrific job with it. But we also need ERP data to help with quoting.”**
- To help increase adoption of Salesforce and improve quoting, SynQuest chose **Commercient SYNC, the #1 data integration platform for sales, to connect their ProcessPro Premier and Salesforce Professional systems.**

## RESULTS

- Thanks to Commerciant SYNC, the **sales team at SynQuest Laboratories can access ProcessPro data directly in Salesforce Professional**, helping with adoption of CRM. This includes **customer information, sales order and invoice history, multi ship addresses, inventory, purchase orders, and much more.**
- **“The integration went quickly and efficiently, and the follow up and support is excellent,” said Todd Brown.** “The team at Commerciant is very responsive, especially as we further enhance our use of Salesforce.”
- The company has **greatly improved their quoting process by using Salesforce Professional and SYNC’ing data stored in their ERP ProcessPro.**
- Furthermore, Brown said an ERP and Salesforce integration helps businesses to succeed. **“I think quite frankly, people that don’t use the SYNC integration are making a colossal mistake,”** he commented. “Even if the ERP is easy to use, I find Salesforce so much more effective in managing the sales. That data needs to be coming in from the ERP.”

## 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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