



American Highway Can Quickly Create Customized Reports, Thanks to SYNC

Commercient Integrates Acumatica & Salesforce Enterprise



HIGHWAYS & ROADS



AIRPORT RUNWAYS



INFRASTRUCTURE





Company Profile

American Highway, a Simplex company, is a leading vertically integrated manufacturer and supplier of superior quality infrastructure products and solutions to bridge and paving contractors throughout North America. They pioneer innovation, striving to forge a new class of affordable, high-performance products, including their Armour Coat dowel bars and baskets, dowel basket alignment stripes, completely encapsulated fusion-bonded dowels (when required) without any wet or cold patching, and stabilized dowel basket frames for thick sections of concrete pavements.

LOCATION	<i>Fernley, Nevada</i>
EMPLOYEES	<i>100+</i>
INDUSTRY	<i>Road Construction</i>
ERP & CRM	<i>Acumatica and Salesforce Enterprise</i>
CUSTOMER BUSINESS MODEL (B2B, B2C, or Both)	<i>B2B</i>
SOLUTION(S)	<i>Commercient SYNC</i>
GO LIVE DATE	<i>Early 2020</i>

CHALLENGE	SOLUTIONS	RESULTS
Implement a powerful, cloud-based CRM solution	Salesforce Enterprise, the top cloud-based CRM in the world	The team at American Highway can better manage opportunities, customers, quoting and more
Data between Acumatica and Salesforce remained siloed	Commercient SYNC, the #1 data integration platform for sales	They can quickly access ERP data directly in CRM, helping streamline processes
Integrate data from CRM to ERP	Commercient's two-way SYNC	New accounts and quotes created in Salesforce Enterprise are SYNC'd to Acumatica, saving time

NOTES

- **American Highway is a leading manufacturer and supplier of infrastructure products and solutions** to bridge and paving contractors in North America. They use Acumatica for finance and operations.
- Prior to implementing **Salesforce Enterprise, the top CRM in the world**, the company used various apps for data analysis, etc. With Salesforce, they can **better manage opportunities, customer data, quoting, and much more.**
- **“Salesforce allows management to generate reports and do analytics, and it’s made the quoting process a lot easier,”** explained Eric Lin, Data Analyst at American Highway.
- To assist with that, American Highway chose **Commerciant SYNC, the #1 data integration platform for sales, to connect data between Acumatica and Salesforce.** It also gives the company a **complete picture of sales, customers, and marketing.**

RESULTS

- Thanks to Commercient SYNC, the sales and upper management teams can access Acumatica directly in Salesforce Enterprise. This includes **customer information, sales order history, invoicing, price levels, quote and header detail, and much more.**
- “SYNC definitely makes it **easier for us to be able to pull reports and create custom reports quickly** from both systems,” said Eric Lin.
- Commercient also took care of any requests from American Highway to make their SYNC even better, as Lin commended: “**We required some custom development which was managed with care.**”
- **New accounts and quotes created in Salesforce Enterprise are SYNC'd to Acumatica,** helping save time, eliminate possible errors, and streamline their processes.

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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