

HYDRA RINSE®

CLEANS SIMPLE. SAFE. QUICK.

With SYNC, Hydra Rinse Can Quickly Track Customers, Machines, Parts, & Warranties

Commercient SYNC Integrates QuickBooks Desktop
& HubSpot CRM



**Pro-Control
Automated Solution
Delivery System**



**LEXXX™ Liquid Sanitizer and
Cleaner Concentrate Cups**



Portable Wandstation

 **Commercient™**
ERP Integration for CRM

Hydra Rinse provides automated technology to clean soft serve machines in a simple, fast and repeatable process. Their optimized process is Patented, NSF Listed and EPA Registered. Utilization of the Hydra Rinse System cleans and sanitizes soft serve machines reducing their customers' labor and chemical usage. Automated cleaning ensures accuracy by eliminating the risk of user variation associated with manual cleaning.

LOCATION	<i>Victor, New York</i>
EMPLOYEES	<i>11 - 25</i>
INDUSTRY	<i>Manufacturing</i>
Customer Business Model (B2B, B2C, or Both)	<i>B2B</i>
SOLUTION(S)	<i>Commercient SYNC for HubSpot</i>
ERP & CRM	<i>HubSpot CRM</i>
GO LIVE DATE	<i>2018</i>

CHALLENGES	SOLUTIONS	RESULTS
Hydra Rinse needed to modernize and streamline their sales processes	HubSpot CRM, a leading cloud-based CRM solution	The company has improved the management of leads, customers, and much more
Data between HubSpot and QuickBooks remained siloed	Commercient SYNC for HubSpot, the #1 data integration platform for sales	The team can quickly access important ERP data directly in CRM
The outside sales team needs important sales and customer information while on the road	Commercient SYNC's updated ERP data to HubSpot CRM	The team at Hydra Rinse can check QuickBooks information within HubSpot CRM

Notes & Results

- **Hydra Rinse is a leading provider of automated technology that cleans soft serve machines in a simple, fast, and repeatable process. They utilize QuickBooks Desktop to manage their operations and finance.**
- **To help streamline and modernize their sales processes, the company implemented HubSpot CRM, a leading cloud-based CRM solution.**
- **The team at Hydra Rinse needed to connect their QuickBooks data to HubSpot, so they can easily manage customer relationships, starting from their very first purchase. They chose Commerciant SYNC, the #1 data integration platform for sales.**
- **“Commerciant is one of the only companies that SYNC’s the Desktop version of QuickBooks,” said Hannah Jonasse, Inbound Marketing Specialist at Hydra Rinse. “Other companies would say, ‘Oh, yeah, we can do that.’ And then as soon as they found that it wasn’t in the cloud, they tell us they can’t do it. Commerciant is great.”**

Notes & Results

- Hydra Rinse can access QuickBooks Desktop data directly in HubSpot CRM thanks to Commerciant SYNC. This includes **ship/bill name, ship/bill contact, ship/bill address, part numbers, serial/lot numbers, ship date, ship method, and contact phone.**
- The team can also quickly and easily **track orders and invoices from multiple companies, franchisees, and locations.**
- “The **invoice information is super helpful, because I'm able to keep track of serial numbers and model numbers,**” explained Hannah Jonasse. “When a customer calls, I'm able to quickly see what parts they need and when they got their machines, which helps us keep track of their warranties.”
- Jonasse assists the outside sales team by accessing updated ERP data within CRM, explaining, “**I can quickly dive through the information, and give them what they need, and so that they can keep moving things forward with customers while they're on the road.**”

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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