bio-medical
.com

The Sales Team Defines Customer Patterns To Enhance Sales & Marketing Efforts, Thanks to SYNC

Commercient Integrates Epicor 10 & Microsoft Dynamics 365

PRO SYSTEMS

HOME UNITS

SUPPLIES

ACCESSORIES

Commercient™
ERP Integration for CRM

Company Profile

Bio-Medical Instruments was founded in 1972, and carries a wide variety of biofeedback and neurofeedback equipment and supplies. They also carry a full line of EEG, qEEG, EMG, temperature, GSR and heart-rate products from major manufacturers. Customers who purchase from Bio-Medical Instruments receive technical support from both us and the manufacturer. In addition, they also carry a variety of cleaners and disinfectants, both spray and wipes.

LOCATION	*Clinton Township, Michigan*
EMPLOYEES	10+
INDUSTRY	*Medical*
ERP & CRM	*Sage 50 & Salesforce Professional*
CUSTOMER BUSINESS MODEL (B2B, B2C, or Both)	*B2B & B2C*
SOLUTION(S)	*Commercient SYNC*
GO LIVE DATE	*Fall 2019*

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CHALLENGE	SOLUTIONS	RESULTS
Implement a CRM to help streamline and modernize operations as the company grows	Salesforce Professional, the top cloud-based CRM in the world	The company can better manage opportunities, customers, etc.
The sales team needs to work completely in Salesforce, but still needs Sage 50 data	Commercient SYNC, the #1 data integration platform for sales	With ERP data SYNC'd to CRM, the sales team have a full view of sales, customers, and marketing
Enhance marketing efforts	Sales order history is SYNC'd from Sage 50 to Salesforce Professional	They can tailor their marketing to customers based on past orders, patterns, etc.

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NOTES

- **Bio-Medical Instruments carries a wide variety of biofeedback and neurofeedback equipment and supplies**, which helps people to deal with stress, depression, or PTSD. They use Sage 50 for operations and finance.

- The company needed a state-of-the-art CRM, and after considering another option, they selected **Salesforce Professional, the top cloud-based CRM in the world**. This helps to **efficiently manage opportunities, customers, leads, etc.**

- "Our sales team can setup and track **quotes in the pipeline** right in Salesforce," said Max Hampton, Sales and IT at Bio-Medical Instruments, "and they can **set up automated tasks to follow up after a certain amount of time**."

- The team at Bio-Medical Instruments is expanding, and they want their sales team to work directly in Salesforce, separate from Sage 50. They chose **Commercient SYNC, the #1 data integration platform for sales**, to connect their ERP and CRM data to help achieve that goal.

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RESULTS

- Thanks to SYNC, Bio-Medical Instruments can access Sage 50 data directly in Salesforce Professional, such as **customer information, sales history, invoicing, price levels, inventory, and more**. To avoid double data entry, **new and updated accounts, contacts, sales orders, and multi shipping addresses created in CRM are SYNC'd to ERP.**

- "With Commercient's seamless integration, **inefficient double-entry between ERP and CRM is a thing of the past. We have more time that can be spent on growing our business**," said Max Hampton, Sales and IT at Bio-Medical Instruments.

- The team at Bio-Medical Instruments have a **better understanding of their customers, thanks to the SYNC'd data, which also helps with marketing**.

- "We can **run sales reports on customers that have bought a certain product, how long it's been since they purchased it, and how often**," explained Hampton. "**We can see the customer patterns, and then we can send them different marketing emails based on that data.**

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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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