



IEC Thermo Has Immediate Access to Everything They Need in Salesforce, Thanks to SYNC

Commercient Integrates Sage 50 &
Salesforce Enterprise





IEC Thermo is the world’s leader in hemp drying solutions. They have been providing and manufacturing industrial scale, continuous feed dryers since 2009, with multiple successful projects in the dairy, poultry, and wood pellet industries. As long-time leaders in the hemp drying industry, they have more drying experience than anyone else in the biomass market space, and look forward to working to make your drying project a profitable endeavor.

LOCATION	<i>Rockford, Illinois</i>
EMPLOYEES	<i>10+</i>
INDUSTRY	<i>Agriculture</i>
ERP & CRM	<i>Sage 50 & Salesforce Enterprise</i>
CUSTOMER BUSINESS MODEL (B2B, B2C, or Both)	<i>B2B</i>
SOLUTION(S)	<i>Commercient SYNC</i>
GO LIVE DATE	<i>Fall 2020</i>

CHALLENGE	SOLUTIONS	RESULTS
Implement a powerful CRM to streamline sales	Salesforce Enterprise, the top cloud-based CRM in the world	IEC Thermo improved managing opportunities, customers, etc.
Connect data between Sage 50 and Salesforce Enterprise	Commercient SYNC, the #1 data integration platform for sales	The company has a full view of sales, customers, and marketing
New accounts, purchase orders, etc., created in CRM need to be integrated to ERP	Commercient's CRM to ERP SYNC	Salesforce data is SYNC'd to Sage 50, avoiding double data entry and helping with adoption

NOTES

- **IEC Thermo is the world's leader in hemp drying solutions**, providing and manufacturing industrial scale, continuous feed dryers since 2009. They use **Sage 50 for their operations and finance**.
- They leveraged **Salesforce Enterprise, the top cloud-based CRM in the world**, to improve their sales processes, and better **manage opportunities, customers, quotes, and more**.
- **“Salesforce assists with churning leads, qualifying them, and converting them into real opportunities.** We also use it for **internal and external tracking of everything,**” said Matthew Clark, Director of Safety and Compliance at IEC Thermo. **“And we're adopting the motto, ‘If it's not in Salesforce, it doesn't exist.’”**
- To get a full picture of sales, customers, and marketing, they needed a **Sage 50 and Salesforce Enterprise data connection**. They turned to **Commerciant SYNC, the #1 data integration platform for sales**, to achieve that goal.

RESULTS

- Thanks to Commerciant SYNC, the team at IEC Thermo can **access Sage 50 data directly in Salesforce Enterprise**. This includes **customer information, customer accounting record, multi ship addresses, invoicing, dispatch shipping records, and much more**.
- **“Our project managers can track important payment and ship date information contained in Sage,”** said Matthew Clark. **“Plus, being able to quantify leads for our sales team and also for management to be able to make planning decisions based on what's in the pipeline.”**
- **“It's just nice to have everything in one spot, to go into Salesforce and see all of the posts that have been written in Sage, all under one account,”** said Jen Paffenroth, Business Support Manager at IEC Thermo. **“Also, accessing the shipping and tracking information, just being able to see everything in one place.”**
- In addition, **new and updated accounts, invoices, P.O.s (purchase orders), and contacts created in Salesforce are SYNC'd to Sage 50**. This saves time, avoids double data entry, and helps with adoption of Salesforce Enterprise.

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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