



## SYNC Provides Valuable Reports that Optimize the Sales Team's Work in the Field

Commercient Integrates Epicor 10 and Salesforce Enterprise



surestep smo



big shot afo



custom heko



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dynamic cervical orthosis

and  
more >

more products



## Customer Profile



From the beginning, Surestep has worked to change how kids with developmental challenges have to live. Their products use the unique patented principle of compressing the foot into alignment. Through the use of an extremely lightweight, thin and flexible plastic, Surestep allows for a more natural walking motion, along with a wide range of motion.

|   |  |
|---|--|
| LOCATION                                    | <i>South Bend, Indiana</i>                   |
| EMPLOYEES                                   | <i>31 - 50</i>                               |
| INDUSTRY                                    | <i>Medical Device Manufacturer</i>           |
| ERP & CRM                                   | <i>Epicor 10 &amp; Salesforce Enterprise</i> |
| CUSTOMER BUSINESS MODEL (B2B, B2C, or Both) | <i>B2B &amp; B2C</i>                         |
| SOLUTION(S)                                 | <i>Commerciant SYNC</i>                      |
| GO LIVE DATE                                | <i>Spring 2018</i>                           |

| CHALLENGE  | SOLUTIONS   | RESULTS   |
|--|---|---|
| <p>Surestep needed to replace a CRM module to a more robust system</p>                           | <p>Salesforce Enterprise, the top CRM in the world</p>                                      | <p>The company can better manage opportunities and leads</p>  |
| <p>They required a cost-effective and user friendly Epicor 10 and Salesforce data connection</p> | <p>Commercient SYNC, the #1 data integration platform for sales</p>                         | <p>Surestep can access ERP data directly in CRM, and has a full picture of sales and customers</p>    |
| <p>Monitor year-over-year and quarter-over-quarter sales</p>                                     | <p>Epicor 10 sales and product sales historical data is SYNC'd to Salesforce Enterprise</p> | <p>Surestep can monitor customer and specific product sales history to ensure there are no issues</p> |

### NOTES

- **Surestep is a leading medical device manufacturer of custom orthotics for children based in South Bend, Indiana. They use Epicor 10 for operations and finance.**
- **The company leveraged Salesforce Enterprise, the world's #1 CRM, to help modernize their sales processes, and better manage opportunities, leads and more.** Previously, they were using a CRM module which wasn't robust enough for what they needed.
- **To get a complete picture of sales, customers and marketing, Surestep turned to Commerciant SYNC, the #1 data integration platform for sales.** To connect their Epicor 10 and Salesforce Enterprise data.
- **"Commerciant was available, virtually off the shelf, and it's certainly an easier and less costly method than going the custom development route,"** explained Jeff Laderer, CFO at Surestep. **"It makes it easier to put the data into our sales team's hands."**

## RESULTS

- Commerciant SYNC integrates important data from Epicor 10 to Salesforce Enterprise. This includes **customer information, sales order history, product sales history, invoicing, multi ship to addresses, inventory, and much more.**
- **“Commerciant provided the exact solution we were looking for, while remaining both cost-effective and user-friendly,”** explained Edward L. Gordon, Sales Operations Specialist at Surestep. **“There are good reports we can provide to our sales reps that help them drive more value and optimize their time in the field.”**
- Thanks to Commerciant SYNC, Surestep can monitor their **year-over-year and quarter-over-quarter sales history of both customers and individual products.** If a customer is ordering less, or a specific product isn't being sold as much, the company can quickly investigate and take action.

## 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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