



Salesforce Became the Single Source of Truth For Sales & Customers, Thanks to SYNC

Commercient Integrates Sage 100 & Salesforce Enterprise

CABLE ASSEMBLY PRODUCTION

FIBER APPLICATIONS

CONSULTING SERVICES

BEYOND FIBER SPECIALTY PRODUCTS



Fiber Optic Center, Inc., (FOC), is an international leader in distributing fiber optic components, equipment and supplies and has been helping customers make the best cable assemblies in the world for over 30 years. FOC offers only the highest quality for superior value over the life of the product. The company offers the most advanced products, technical knowledge and solutions for each step of cable assembly as well as all aspects of the fiber optic industry.

LOCATION	<i>New Bedford, Massachusetts</i>
EMPLOYEES	<i>31 - 40</i>
INDUSTRY	<i>Distributor of Fiber Optic Components & Supplies</i>
ERP & CRM	<i>Sage 100 & 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
Replace Fiber Optic Center's CRM with a more powerful system	Salesforce Enterprise, the world's top cloud-based CRM	The company has the tools to grow their business, while taking better care of their customers
Data from Sage 100 and Salesforce remained siloed	Commercient SYNC, the #1 data integration platform for sales	The management and sales teams can access ERP data directly in CRM, saving time
Monitor sales and customers more effectively	Salesforce and Commercient SYNC	The sales team has a complete picture of customers' sales history, and take action if needed

NOTES

- **Fiber Optic Center is an international leader in the distribution of fiber optic equipment, components and supplies.** They also offer consultation and other services. They use Sage 100 to manage operations and finance.
- The company used a previous CRM, and switched to **Salesforce Enterprise, the top CRM in the world, with a streamlined and enhanced user interface.** It helps them to grow their business, develop good processes, and continue taking care of their customers. Additionally, FOC uses **Pardot for marketing.**
- Sage 100 and Salesforce data remained siloed, and although they had access to both systems, it's not efficient. They selected **Commercient SYNC, the #1 data integration platform for sales, to help free their data.**

RESULTS

- Commerciant SYNC allows Fiber Optic Center to access important Sage 100 data directly in Salesforce. This includes **customer information, sales order history, invoicing, serial numbers, inventory, price levels, multi ship to addresses, and much more.**
- “Our CEO envisioned **Salesforce being the single source of truth, with customers, financial data and marketing data to live and flow through Salesforce,**” said Kelly Michael Skelton, Digital Transformation Director at Fiber Optic Center.
- In addition, the sales team has a **complete picture of a customer’s sales history, including year-over-year, quarter-over-quarter, and more.** If a specific customer is **ordering less, the salesperson can take action.**
- “We are now able to have a **far deeper view of our financial information, down to the product specifics in our Salesforce org,**” explained Skelton.

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.

Phone No:

US: +1 (844) 282-0401

UK: +44 20 3870-2803

SA: +27 87 550-5997

Email:

support@commercient.com

sales@commercient.com

