



NORTH WEST RUBBER
INNOVATIVE RUBBER PRODUCTS

SYNC Delivers a Seamless Data Integration, Giving NWR Peace of Mind

Commercient Integrates Epicor 10.1 &
Salesforce Professional



Agricultural



Recreational



**Playground
Safety**



COMPANY PROFILE

For over 50 years, North West Rubber has been one of the largest manufacturers of recycled rubber flooring solutions throughout North America and globally. The markets that NWR serves today include Sport and Fitness, Agriculture, Automotive, Commercial Flooring, Construction, Industrial, Landscaping, Marine, Manufacturing, Retail, Pet, Solar, Traffic Safety, and Trailer.

LOCATION	<i>Abbotsford, British Columbia, Canada</i>
EMPLOYEES	<i>15+</i>
INDUSTRY	<i>Manufacturing</i>
ERP & CRM	<i>Epicor 10.1 & Salesforce Professional</i>
CUSTOMER BUSINESS MODEL (B2B, B2C, or Both)	<i>B2B</i>
SOLUTION(S)	<i>Commercient SYNC</i>
GO LIVE DATE	<i>2017</i>

CHALLENGE	SOLUTIONS	RESULTS
<p>Replace an older CRM with a modern one</p>	<p>Salesforce Enterprise, the top cloud-based CRM in the world</p>	<p>North West Rubber updated their sales processes</p>
<p>Data between Epicor 10.1 and Salesforce remained siloed</p>	<p>Commercient SYNC, the #1 data integration platform for sales</p>	<p>The company has a full view of sales, customers, and marketing</p>
<p>Ensure quick access to important and updated data within CRM, any time the team needs it</p>	<p>Commercient will work with the company to enhance their SYNC</p>	<p>NWR has “peace of mind” knowing they can quickly access Epicor 10.1 data within Salesforce Enterprise</p>

NOTES

- **North West Rubber is one of the largest manufacturers of recycled rubber flooring solutions in the world.** They replaced a previous ERP with **Epicor 10.1**, which helped to modernize their workflow.
- To help update their sales processes, the company leveraged **Salesforce Professional, the top cloud-based CRM in the world**, replacing an older one. This helps them with **managing opportunities, customers, leads, and more.**
- After Epicor 10.1 and Salesforce were implemented, the company chose **Commercient SYNC, the #1 data integration platform for sales, to connect their data.** This gives NWR a **full view of sales, customers, and marketing.**

RESULTS

- The teams at North West Rubber can access Epicor 10.1 data directly in Salesforce Professional with Commerciant SYNC. This includes **customer account information, invoicing, order history, products and parts list, salesperson name, and much more.**
- **“SYNC delivers information to us seamlessly, and it’s there in Salesforce when we need it,”** said Shane Merritt, Inside Sales Team Lead and Customer Service Manager at NWR. **“When somebody adds a new part number, all that information is SYNC'd to our CRM.** For me, that's where the biggest gain is.”
- **Commerciant will continue to work with NWR,** ensuring their sales team gets the Epicor 10.1 information they need, without having to log into the system.
- **“I don't have to worry about SYNC,** because it's very much ‘out of sight, out of mind,’” explained Merritt. **“It gives us peace of mind.”**

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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