



# SYNC Makes Quoting and Reporting Easier and Faster for Purple Cow Organics

Commercient Integrates Sage 50 & Salesforce Professional





## COMPANY PROFILE

Purple Cow Organics has amassed a remarkable team committed to remarkable quality, remarkable service, and the never ending commitment to learn. That commitment and their proprietary products are blended to meet the specific need of the grower, both professional and the home gardner. Purple Cow Organics creates soil amendment products containing living organisms that improve the quality of the soil, which improves the quality of the plants, which improves your quality of life.

LOCATION	<i>Middleton, Wisconsin</i>
EMPLOYEES	<i>20-25</i>
INDUSTRY	<i>Agriculture</i>
ERP & CRM	<i>Sage 50 &amp; Salesforce Professional</i>
CUSTOMER BUSINESS MODEL (B2B, B2C, or Both)	<i>B2B</i>
SOLUTION(S)	<i>Commercient SYNC</i>
GO LIVE DATE	<i>Spring 2021</i>

CHALLENGE	SOLUTIONS	RESULTS
The company needed to move away from spreadsheets	Salesforce Professional, the world's top cloud-based CRM	Purple Cow Organics have modernized and streamlined their sales and marketing processes
Data between Sage 50 and Salesforce remained siloed	Commercient SYNC, the #1 data integration platform for sales	The sales team can quickly access important information, which helps with creating reports in CRM
A future goal is to connect data created in Salesforce to Sage 50	Commercient's Phase 2 SYNC	The sales team at Purple Cow Organics save time by avoiding double data entry

### NOTES

- **Purple Cow Organics creates proprietary solid products which are blended to meet the specific needs of growers, both professional and the home gardener. They use Sage 50 for their finance and operations.**
- **The company leveraged Salesforce Professional, the top cloud-based CRM in the world, to better manage leads, opportunities, customers, and more.**
- **Data remained siloed between Sage 50 and Salesforce Professional, and creating reports in the ERP isn't as streamlined as CRM. Purple Cow Organics chose Commercient SYNC, the #1 data integration platform for sales, to connect their two systems.**



### RESULTS

- The sales team at Purple Cow Organics can view **customer accounting information, order history, invoicing, salesperson name, contacts, item master (product SO), and much more**, directly in Salesforce Professional.
- “**New accounts and other items added into Sage will automatically SYNC into Salesforce, which will be helpful**,” explained Jerod Reuter, COO at Purple Cow Organics. “Our sales team can **create custom reports and layouts a lot easier in Salesforce** than they can in our accounting software.”
- The next step will be a Commerciant Phase 2 SYNC, where **new accounts, quotes, and more entered created in Salesforce will be integrated to Sage 50**.
- “Instead of handing a paper quote or sending an email, we can **approve those in Sage**,” said Reuter. “It will **save us time**.”

## 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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