



SYNC Streamlines Bio-Medical's Processes & Keeps Them Up-To-Date On Inventory

Commercient Integrates Sage 50 & Salesforce Professional





Company Profile

Bio-Medical Instruments was founded in 1972, and carries a wide variety of biofeedback and neurofeedback equipment and supplies. They also carry a full line of EEG, qEEG, EMG, temperature, GSR and heart-rate products from major manufacturers. Customers who purchase from Bio-Medical Instruments receive technical support from both us and the manufacturer. In addition, they also carry a variety of cleaners and disinfectants, both spray and wipes.

LOCATION	<i>Clinton Township, Michigan</i>
EMPLOYEES	15+
INDUSTRY	<i>Medical</i>
ERP & CRM	<i>Sage 50 & Salesforce Professional</i>
CUSTOMER BUSINESS MODEL (B2B, B2C, or Both)	<i>B2B & B2C</i>
SOLUTION(S)	<i>Commercient SYNC</i>
GO LIVE DATE	<i>Fall 2019</i>

CHALLENGE	SOLUTIONS	RESULTS
<p>Implement a CRM to help streamline and modernize operations as the company grows</p>	<p>Salesforce Professional, the top cloud-based CRM in the world</p>	<p>Bio-Medical Instruments have improved managing opportunities, customers, etc.</p>
<p>The sales team needs to work completely in Salesforce, but requires important Sage 50 data</p>	<p>Commercient SYNC, the #1 data integration platform for sales</p>	<p>The company has a full view of sales, customers, inventory, and marketing</p>
<p>Enhance marketing efforts</p>	<p>Sales order history is SYNC'd from Sage 50 to Salesforce Professional</p>	<p>They can tailor their marketing to customers based on past orders, purchasing patterns, etc.</p>

NOTES

- **Bio-Medical Instruments carries a wide variety of biofeedback and neurofeedback equipment and supplies**, which helps people to deal with stress, depression, or PTSD. They use **Sage 50** for operations and finance.
- The company needed a state-of-the-art CRM, and after considering another option, they selected **Salesforce Professional, the top cloud-based CRM in the world**. This helps to **efficiently manage opportunities, customers, leads, etc.**
- “Our sales team can **setup and track quotes in the pipeline right in Salesforce,**” said Max Hampton, Sales and IT at Bio-Medical Instruments, “and they can **create automated tasks to follow up after a certain amount of time.**”
- Bio-Medical Instruments is expanding, and they want their sales team to work directly in Salesforce. They chose **Commerciant SYNC, the #1 data integration platform for sales, to connect their Sage 50 and Salesforce data to help achieve that goal.**

RESULTS

- Thanks to SYNC, Bio-Medical Instruments can access Sage 50 data directly in Salesforce Professional, such as **customer information, sales history, invoicing, price levels, inventory, and more**. Plus, **new and updated accounts, contacts, sales orders, and multi shipping addresses created in CRM are SYNC'd to ERP**.
- **“Commercient has helped us become more efficient,”** said Erik Onyski. **“By SYNCing the data between Salesforce and Sage 50, it removes the need for double data entry, and keeps our team up-to-date on product inventory.**
- The team at Bio-Medical Instruments have a **better understanding of their customers, thanks to the SYNC'd online and in-house sales data, which also helps with marketing.**
- **“We can run sales reports on customers that have bought a certain product, how long it's been since they purchased it, and the frequency,”** explained Max Hampton. **“We can see the customer patterns and tailor our email campaigns based on that data.”**

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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