



SYNC Improves Customer Data, Pricing, & Inventory Management

Commercient Integrates MYOB AccountRight
Premier & Salesforce Professional



Service & Support



Solutions Focused



Fast Delivery



Value



Expert Advice



COMPANY PROFILE

Maxijet Australia is a Family Owned and Family Run Wholesale Company with over 50 years of experience in the construction and pump industry, specialising in Water Conservation and Water Pumping for residential, commercial and agricultural applications. They are committed to offering Trusted Quality and Service with our extensive range of Water Supply Pumps, Centrifugal Pumps, Hot Water Circulator Pumps, Submersible Pumps, Packaged Pump Stations. They are continually being advanced with their experienced research team working with manufacturers across the Globe, giving them access to the latest innovations and technology.

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| LOCATION | <i>Keilor Park, VIC, Australia</i> |
| EMPLOYEES | <i>10+</i> |
| INDUSTRY | <i>Construction & Manufacturing</i> |
| ERP & CRM | <i>MYOB AccountRight Premier & Salesforce Professional</i> |
| CUSTOMER BUSINESS MODEL (B2B, B2C, or Both) | <i>B2B & B2C</i> |
| SOLUTION(S) | <i>Commercient SYNC</i> |
| GO LIVE DATE | <i>Spring 2021</i> |

| CHALLENGE | SOLUTIONS | vRESULTS |
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| Implement a state-of-the-art CRM solution | Salesforce Enterprise, the top cloud-based CRM in the world | Maxijet Australia can better manage their sales funnel, opportunities, etc. |
| Data between MYOB AccountRight Premier and Salesforce Enterprise remained siloed | Commercient SYNC, the #1 data integration platform for sales, as recommended by Salesforce | The sales team can access important ERP information in CRM |
| Create a CRM to ERP data integration | Commercient's Phase 2 SYNC | New accounts, sales orders, and contacts created in Salesforce are SYNC'd to MYOB, saving time |

NOTES

- **Maxijet Australia specializes in water conservation and water pumping** for residential, commercial and agricultural applications. They use **MYOB AccountRight Premier** for their finance and operations.
- As Maxijet has grown and evolved, they invested in state-of-the-art technology, including **Salesforce Enterprise, the world's top cloud-based CRM.**
- **“Salesforce helps us create our funnel of opportunities and quotes, and track the sales that we win,”** said Andrew Williams, General Manager at Maxijet.
- After having issues with a different integration company, Maxijet chose **Commercient SYNC, the #1 data integration platform for sales, based on a strong recommendation from Salesforce, to connect their ERP and CRM data.**

RESULTS

- The sales team at Maxijet Australia can access MYOB AccountRight Premier data right in Salesforce Enterprise with Commercient SYNC. This includes **customer information, accounting records, invoicing, price levels, item master, contacts, etc.**
- “We have **inventory, buy/sell pricing, and customer details all SYNC’d over to Salesforce**, which is purely sales-based for us,” explained Andrew Williams. “**SYNC definitely helps us.**”
- In addition, **new accounts, sales orders, and contacts created in Salesforce are SYNC’d to MYOB**, helping to avoid double data entry.
- “**Commercient automatically SYNC’s our sales that have been won to MYOB as a sales order,**” said Williams, which helps the company **save valuable 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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