

HUBBELL ELECTRIC HEATERS

Commercient SYNC Gives Hubbell a
Comprehensive View of Customers

Commercient Integrates Epicor 10 &
Salesforce Enterprise

ELECTRIC



GAS



STEAM



INDIRECT



STORAGE



HUBBELL ELECTRIC HEATERS

COMPANY PROFILE



Hubbell is a third generation family business with a product line comparable to a large manufacturer, but with the customer service of a small family run business. Hubbell is a leading manufacturer of water heaters used in a variety of applications including the Commercial, Industrial, FoodService, Offshore/Marine and Residential markets. Hubbell is committed to being a reliable choice for our customers by providing well-built products and superior service.

LOCATION	<i>Stratford, Connecticut</i>
EMPLOYEES	<i>40+</i>
INDUSTRY	<i>Manufacturing</i>
ERP & CRM	<i>Epicor 10 & Salesforce Enterprise</i>
CUSTOMER BUSINESS MODEL (B2B, B2C, or Both)	<i>B2B</i>
SOLUTION(S)	<i>Commercient SYNC</i>
GO LIVE DATE	<i>Fall 2021</i>

CHALLENGE	SOLUTIONS	RESULTS
Replace a previous CRM	Salesforce Enterprise, the top cloud-based CRM in the world	Hubbell Electric Heaters modernized their processes and automated their sales pipeline
The company needed access to Epicor 10 data in CRM	Commercient SYNC, the #1 data integration platform for sales	The sales team has a comprehensive view of customers, sales, and marketing in Salesforce
Create a CRM to ERP data integration	Commercient's Phase 2 SYNC	New accounts and sales orders created in Salesforce are SYNC'd to Epicor 10, saving time

NOTES

- **Hubbell Electric Heaters is a leading manufacturer of water heaters used in a variety of applications.** For operations and finance, they utilize **Epicor 10**.
- The company was using a CRM that was fairly limited in features, and leveraged **Salesforce Enterprise, the world's top cloud-based CRM solution, to improve the management of their overall sales pipeline.**
- **“Salesforce helps automate our pipeline and improves qualifying leads,”** explained Sean Clarke, VP of Sales & Marketing at Hubbell. **“We can quickly see what projects are moving forward, and I can let production know what's coming down the line.”**
- Hubbell worked with **Commercient to implement SYNC, the #1 data integration for sales, which connected their Epicor 10 and Salesforce Enterprise data.** This allows the sales team to work solely in Salesforce.

RESULTS

- The sales team at Hubbell Electric Heaters can access Epicor 10 data in Salesforce Enterprise, including **customer information, sales order history, invoicing, serial numbers invoiced, OrderRel, price levels, item master, inventory and much more.**
- **“The SYNC’d Epicor data flows so much better in Salesforce,”** said Sean Clarke. **“For example, we can keystroke a P.O. and all the related information pops up in Salesforce.** It keeps our sales team working only in CRM.”
- **“SYNC gives us a comprehensive view of the customer,”** concluded Clarke.
- **New accounts and sales orders created in Salesforce are SYNC’d to Epicor 10,** eliminating double data entry and possible errors.

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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