



# The Sales Team Can Focus on Selling, with Accounting/ERP Data SYNC'd and Ready in CRM

Commercient SYNC Integrates SAP Business One  
& Microsoft Dynamics 365

**“Their processes simply wouldn’t work without Commerciant SYNC.”**

**“Without Commerciant automating the data SYNC, the more time they spend on the computer, the less time they are selling.”**

CHALLENGE	SOLUTIONS	RESULTS
Implement a state-of-the-art CRM solution	<b>Microsoft Dynamics 365, a leading cloud-based CRM</b>	Helmut Fischer Global modernized and streamlined their sales processes
Data between SAP Business One and Dynamics 365 remained siloed	<b>Commercient SYNC, the #1 data integration platform for sales</b>	The sales team can easily access important accounting (ERP) data directly in CRM
Create a data integration from Dynamics 365 to SAP Business One	<b>Commercient's Phase 2 SYNC</b>	New Accounts and Contacts created or updated in CRM are SYNC'd to ERP, saving time and eliminating errors

# Detailed Info and Quantitative Results

“The overall sales processes of Helmut Fischer simply wouldn’t work without Commerciant SYNC integrating their SAP Business One and Dynamics 365 data,” explained Steve Pestillo, Owner and President of P2 Automation.

The team at Helmut Fischer Global uses **SAP Business One** for their operations and accounting. They worked with **P2 Automation** to implement **Microsoft Dynamics 365**, a leading CRM solution, to modernize their sales processes.

“For Fischer, Dynamics 365 can be a **quality control app, a customer complaint system, whatever they need**,” said Pestillo. “There’s no need to be a coder to get the most out of it, and **we can configure Dynamics to fit their needs**.”

Commerciant implemented **SYNC**, the number one data integration platform for sales, to connect data between **SAP Business One** and **Microsoft Dynamics 365**.

# Detailed Info and Quantitative Results

The sales team at Helmut Fischer Global can easily **access SAP Business One data directly in Microsoft Dynamics 365, giving them a full view of sales and customers.** This includes customer information and contacts.

**“They have a lot of different sales, and without Commercient automating the data SYNC, the more time they spend on the computer, the less time they are selling,”** explained Steve Pestilo of P2 Automation for Helmut Fischer.

Additionally, **new and updated Accounts and Contacts created in Microsoft Dynamics 365 are SYNC'd to SAP Business One,** helping the company to save time and eliminating double data entry and possible errors.

**“Data, such as a lead, which is entered into Dynamics is automatically SYNC'd to SAP Business One.** They don't have to deal with double data entry,” said Pestilo.





## COMPANY PROFILE

As a full-service supplier in the field of surface testing, Helmut Fischer Global has been developing instruments for non-destructive material analysis, coating thickness measurement and material testing since 1953. They offer a wide range of measuring devices for different industries: from simple handheld devices for quick testing on the go to fully integrated, high-end systems that automatically monitor your production.

LOCATION	<i>Global</i>
EMPLOYEES	<i>100+</i>
INDUSTRY	<i>Manufacturing</i>
ERP & CRM	<i>SAP Business One &amp; Microsoft Dynamics CRM</i>
CUSTOMER BUSINESS MODEL (B2B, B2C, or Both)	<i>B2B</i>
SOLUTION(S)	<i>Commercient SYNC</i>
GO LIVE DATE	<i>Summer 2020</i>

## 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 110 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.

**Phone No:**

US: +1 (844) 282-0401

UK: +44 20 3870-2803

SA: +27 87 550-5997

**Email:**

[support@commercient.com](mailto:support@commercient.com)

[sales@commercient.com](mailto:sales@commercient.com)

