



SYNC Streamlines Order Processing & Quotes, Maintaining Data Integrity

Commercient SYNC Integrates Infor VISUAL
& HubSpot CRM

Quotes

“SYNC helps us maintain data integrity for our business.”

“Commercient gives us a single point of truth for our data.”

CHALLENGES	SOLUTIONS	RESULTS
<p>Replace a previous CRM with a new cloud-based solution</p>	<p>HubSpot CRM, a leading CRM solution, plus marketing tools</p>	<p>The team at McLoone Metal Graphics improved their sales pipeline</p>
<p>Data between Infor VISUAL and HubSpot CRM remained siloed</p>	<p>Commerciant SYNC, the #1 data integration platform for sales</p>	<p>The sales team can access customers and contacts directly in HubSpot CRM</p>
<p>Integrate data created in CRM to ERP</p>	<p>Commerciant's Phase 2 SYNC</p>	<p>New and updated HubSpot Companies and Contacts are SYNC'd to Infor VISUAL, saving time</p>

Detailed Info and Quantitative Results

“**SYNC helps us maintain data integrity for our business,**” explained Sheila Wagner, Business Systems Analyst at McLoone Metal Graphics. “Previously, the two data sources didn’t necessarily match when manually entering.”

McLoone uses **Infor VISUAL for their accounting and operations,** and replaced a previous CRM with **HubSpot CRM, a leading cloud-based solution.** They can better manage their overall sales pipeline and customers, along with tools for marketing.

“**You gather your leads in HubSpot, and they go right into your pipeline; it's very streamlined,**” said Wagner. “And HubSpot has all of the tools we need for marketing, and gives us all of the **data analytics to help shape our marketing strategies.**”

McLoone worked with **Commercient to implement SYNC, the #1 data integration platform for sales, to connect their Infor VISUAL and HubSpot CRM data.**

Detailed Info and Quantitative Results

With Commerciant SYNC, the sales team at McLoone Metal Graphics can access Infor VISUAL data in HubSpot CRM. The data automatically integrated by SYNC is **Infor VISUAL Customers -> HubSpot Companies Infor VISUAL Contacts -> HubSpot Contacts**.

“SYNC improves our data integrity, efficiency, and use of time,” explained Sheila Wagner. **“We turn over a lot of orders and quotes, and Commerciant streamlines that for us. Our people aren’t dual entering those into Infor VISUAL and HubSpot.”**

Commerciant SYNC’s **new and updated data from HubSpot CRM to Infor VISUAL. This includes HubSpot Companies -> Infor VISUAL and Customers HubSpot Contacts -> Infor VISUAL Contacts, helping to save McLoone time and eliminating possible errors.**

“Commerciant gives us a single point of truth for our data,” concluded Wagner.



Company Profile



For over 65 years, McLoone Metal Graphics has been a single source for custom engineered, high quality metal and plastic nameplates, ID Plates, overlays and labels for commercial and industrial applications that withstand environmental challenges. Processes include screen printing, variable data, embossing, die cutting, digital printing, forming, laminating, backlit and deadfront graphics, serial numbering and doming. Along with these production capabilities, a full array of value-added services including fulfillment, graphic design, kit-packing and assembly ensure programs run smoothly from start to finish. McLoone combines creativity and expertise to custom manufacture labels, nameplates and decals.

www.mcloone.com

LOCATION	<i>La Crosse, Wisconsin</i>
EMPLOYEES	<i>60+</i>
INDUSTRY	<i>Printing</i>
Customer Business Model (B2B, B2C, or Both)	<i>B2B & B2C</i>
SOLUTION(S)	<i>Commercient SYNC</i>
ERP & CRM	<i>Infor VISUAL & HubSpot CRM</i>
GO LIVE DATE	<i>Summer 2022</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.

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