



SYNC Helps to Track Quotes, & Enables Targeted Marketing

Commercient SYNC Integrates
Industrial Manufacturing ERP Traverse Edition
& Salesforce Professional

“SYNC helps our sales team to see how an account is doing, or have an idea of what quotes are outstanding, right in Salesforce”

“We can track which clients haven’t ordered in a while, and create targeted marketing campaigns, thanks to SYNC.”

CHALLENGES	SOLUTIONS	RESULTS
<p>Modernize and streamline overall sales and marketing processes</p>	<p>Salesforce Professional, the leading CRM in the world</p>	<p>Northwest Electric can take better care of their clients, plus track contacts, expenses, and more</p>
<p>Data between Aptean Industrial Manufacturing ERP Traverse Edition and Salesforce remained siloed</p>	<p>Commercient SYNC, the #1 data integration platform for sales</p>	<p>The sales team can access important ERP data directly in Salesforce</p>
<p>Enhance marketing solutions to sell additional products and services</p>	<p>Commercient SYNC's order history</p>	<p>An automated targeted marketing campaign to reach out to clients</p>

Detailed Info and Quantitative Results

“**SYNC helps our sales team to see how an account is doing, or have an idea of what quotes are outstanding, right in Salesforce,**” said Jesse Albert, Vice President of Sales & Marketing at Northwest Electric.

The team at Northwest Electric uses **Aptean Industrial Manufacturing ERP Traverse Edition** for their operations and accounting, and leveraged **Salesforce Professional** to improve how they manage their overall sales, opportunities, leads, customers, and more.

“**Salesforce helps our sales team to keep track of contacts, plus our daily sales calls, expense, mileage and expense reimbursement,**” said Albert. “We also use it for **account planning on the sales side.**”

Outside sales would have to call inside sales for information, so the company chose **Commercient SYNC, the #1 data integration platform for sales, to connect their systems.**

Detailed Info and Quantitative Results

Northwest Electric can access **Aptean Industrial Manufacturing ERP Traverse Edition data in Salesforce Professional, thanks to Commercient SYNC**, including customer information, accounting records, orders, invoicing, new quotes, new service repair quotes, etc.

“The sales team can give answers to clients while meeting with them, thanks to SYNC, rather than calling inside sales at the office,” said Jesse Albert. **“Now it’s in the Salesforce app on their phones with SYNC.”**

Commercient also helps with marketing by **SYNCing data relevant to what items and services specific accounts have been buying, or if they haven’t purchased**. They can set up **targeted marketing campaigns to boost sales and service**.

“Salesforce will alert us to have a conversation with the client about additional products and services, or set up a campaign to showcase what we offer,” explained Albert.



Company Profile

Since 1955, Northwest Electric has been the Midwest's expert in industrial electromechanical sales, service, and solutions. From new products to motor repair, re-engineering services to innovative trust Northwest Electric to deliver reliable service, advice, and dependable products. Whether you are in the agricultural field, manufacturing industry, or utility market, they have the facilities, technology, and knowledge to handle any situation or job, including motors up to 10,000 HP. Their various locations, quick response time, and 24/7 service line minimize your downtime while maximizing your profitability. Serving their customers is their first priority.

LOCATION	<i>Nebraska, Iowa</i>
EMPLOYEES	<i>60+</i>
INDUSTRY	<i>Utilities</i>
Customer Business Model (B2B, B2C, or Both)	<i>B2B</i>
SOLUTION(S)	<i>Commercient SYNC</i>
ERP & CRM	<i>Aptean Traverse & Salesforce Professional</i>
GO LIVE DATE	<i>May 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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