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ALLIED
INDUSTRIAL SALES, INC.

SYNC Helped Connect Inside Sales, Outside Sales, & Customers Data Seamlessly

Commercient SYNC Integrates
Sage 50 & Salesforce Professional

 **Commercient™**
SYNC Apps For Your ERP

 **ALLIED**
INDUSTRIAL SALES, INC.

“SYNC helps to close more opportunities and drive revenue upwards.”

“SYNC helped automate our sales process, making the connection between inside sales, outside sales, and our customers nearly seamless.”

CHALLENGES	SOLUTIONS	RESULTS
<p>Allied Industrial Sales wanted to update their sales system</p>	<p>Salesforce Professional, the leading CRM in the world</p>	<p>The company now has a comprehensive view of their inside and outside sales</p>
<p>Data between Sage 50 and Salesforce remained siloed</p>	<p>Commercient SYNC, the #1 data integration platform for sales</p>	<p>They can access ERP data, such as customer information, sales history, invoices, etc., directly within Salesforce</p>
<p>Continue streamlining Allied Industrial Sales' processes</p>	<p>Commercient and Salesforce</p>	<p>The team has a full view of sales, customers, and marketing</p>

Detailed Info and Quantitative Results

“Our Outside Sales Team has access to real-time data from Sage 50 in Salesforce, helping to make strategic calls with key customers, close more opportunities, and drive revenue upwards,” said James Helms, Operations Manager at Allied Industrial Sales.

The company uses **Sage 50** for operations and accounting, and leveraged **Salesforce Professional to better manage their inside and outside sales, opportunities, customers, and more.** Plus, there was an improvement in accountability.

“**Salesforce is one of the best tools we’ve ever implemented,**” explained Helms. “It helps us to track our overall sales pipeline, and really improved the communication between our outside sales and inside sales reps.”

Helms worked with **Commerciant** to implement **SYNC**, the #1 data integration platform for sales, to connect their Sage 50 and Salesforce data.

Detailed Info and Quantitative Results

Allied Industrial Sales can access Sage 50 data directly in Salesforce, including **customer information, sales history, invoices, serial numbers invoiced, salesperson's name, multiple bill to and ship to addresses, and much more.**

“With the help of Commerciant SYNC, we have **successfully automated our sales process, making the connection between inside sales, outside sales, and our customers nearly seamless,**” said James Helms, Operations and IT Manager at Allied Industrial Sales.

“**SYNC gives us complete transparency,**” Helms continued. “No more spreadsheets, everything is in Salesforce, and it's automated. **Everyone inside and outside the office can see what's happening in the pipeline.**”

Commerciant and Salesforce will continue streamlining Allied Industrial Sales' processes, helping to give them **a full view of sales, customers, and marketing.**



Company Profile

Allied Industrial Sales, Inc. was established in 1999 on the principal that service is the key to a successful business. With over 75 years of combined experience, their sales team has the experience to make projects a success from start to finish. With an extensive inventory, from fasteners to large O.D. pipe, they are able to supply projects with one stop, time saving pricing that makes Allied “your source for top quality tubing and piping products.”

LOCATION	<i>Houston, Texas</i>
EMPLOYEES	<i>35+</i>
INDUSTRY	<i>Energy, Manufacturing</i>
Customer Business Model (B2B, B2C, or Both)	<i>B2B</i>
SOLUTION(S)	<i>Commercient SYNC</i>
ERP & CRM	<i>Sage 50 & Salesforce Professional</i>
GO LIVE DATE	<i>2017</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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