



The Sales Team Doesn't Need to Jump Between Two Systems, Thanks to SYNC

Commercient SYNC Integrates
Epicor P21 & Salesforce Enterprise

“Our Sales Team doesn’t need to jump between two systems. All the ERP data is in Salesforce.”

“Commercient helps us with business intelligence by SYNCing data like customers and maintenance.”

CHALLENGES	SOLUTIONS	RESULTS
Replace a previous CRM with a powerful, customizable, and cloud-based solution	Salesforce Enterprise, the leading CRM in the world	Manulift can better manage sales, customers, leads, and more
Data between Epicor P21 and Salesforce remained siloed	Commercient SYNC, the #1 data integration platform for sales	The sales team can work in Salesforce with access to important ERP data in Salesforce
Continue to enhance and streamline the company's processes	Commercient and Salesforce	Manulift has a 360-degree view of sales, customers, and marketing

Detailed Info and Quantitative Results

“**Commercient helps us with business intelligence by SYNCing important Epicor P21 data to our Salesforce Org,**” explained Miguauël Bergeron, Management and Optimization Controller at Manulift.

Manulift uses **Epicor P21** for accounting and operations, and following rapid growth. They **replaced a previous CRM with Salesforce Enterprise, a more robust cloud-based solution.** This helps to **improve managing sales, customers, leads, opportunities, and more.**

“As we’re growing as a company and adding to our sales team, **Salesforce is customizable and allows us to adapt it to our needs,**” said Bergeron. “Previously we were trying to ‘adapt’ the team to the old CRM, which didn’t work.”

Manulift leveraged **Commercient SYNC, the #1 data integration platform for sales, to connect their Epicor P21 and Salesforce data.**

Detailed Info and Quantitative Results

With Commerciant SYNC, Manulift can access Epicor P21 data in Salesforce Enterprise, including **customer data, order history, invoicing, terms, salesperson names, customer class details, item master, and more.**

“Our Sales Team doesn’t need to jump between two systems, because all of the P21 data they need is available right in Salesforce,” said Miguau l Bergeron. “Customer information, orders, and invoices.”

Other important Epicor P21 data SYNC’d to Salesforce include **cash collection notes & UDFs, customer notes (UDFs), assets (service inventory master, serial numbers, UDFs), and sales order add-ons (promise date holders & details, price line items, lot line items, serial line items), and much more.**

“For Phase 2, we’d like to create quotes in Salesforce, which would SYNC to P21,” said Bergeron, which helps the team to **save time and eliminate double data entry.**

MANULIFT



Company Profile

Manulift is a proud distributor of the Merlo, SkyTrak and Snorkel brands, the most efficient and versatile lifting equipment in the industry. With offices in Quebec City, Montreal, Toronto and Calgary, and a network of 26 dealers, service centers and rental centers, Manulift leads the telescopic forklift industry. Their 100% telescopic expertise allows us to maximize their customers' operational gains in various sectors including buildings & structures, landscaping and municipalities, industry and agriculture. As a lift truck specialist, their market is limited. That's why they take special care of our customers. Manulift's growth is largely due to their transparency in actual costing and operational gains – information rarely divulged by other companies. Their mission is to provide customers with optimal solutions to increase productivity.

LOCATION	<i>Lenexa, Kansas & Throughout the Midwest</i>
EMPLOYEES	350+
INDUSTRY	<i>Construction & Distribution</i>
Customer Business Model (B2B, B2C, or Both)	<i>B2B</i>
SOLUTION(S)	<i>Commercient SYNC</i>
ERP & CRM	<i>Epicor P21 & Salesforce Enterprise</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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