



SYNC Helped Improve Lead Tracking & Forecasting


Commercient SYNC Integrates SYSPRO
& Salesforce Enterprise

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CHALLENGES	SOLUTIONS	RESULTS
Leverage a state-of-the-art, cloud-based CRM solution	Salesforce Enterprise, the leading CRM in the world	Buchner Manufacturing can better manage leads, sales, customers, marketing, and more
Data between SYSPRO and Salesforce remained siloed	Commercient SYNC, the #1 data integration platform for sales	The sales and marketing teams can see key sales data in a more accessible way
Continue to enhance and streamline Buchner Manufacturing's processes	Commercient and Salesforce	The company has a 360-degree view of sales, marketing, and customers

Detailed Info and Quantitative Results



“SYNC allows our sales and marketing team to be able to quickly and easily see key sales data in an accessible way,” said Anna Buchner, Marketing Manager at Buchner Manufacturing, a major supplier of building products across Canada.

The team at Buchner utilizes **SYSPRO** for their operations and accounting, and implemented **Salesforce Enterprise** to improve managing their sales, leads, opportunities, customers, marketing, and more.

“Salesforce is just as critical of a tool for marketing as it is for our sales team,” said Buchner. **“At the very base level, it allows us to track where our leads are, how often marketing leads are converting into sales, qualified leads, which then turn into sales.”**

To get a full view of sales, customers, and marketing, Buchner chose **Commercient SYNC**, the **#1 data integration platform for sales**, to connect their **SYSPRO** and **Salesforce** data.


Detailed Info and Quantitative Results

With Commerciant SYNC, Buchner Manufacturing can access SYSPRO data in Salesforce Enterprise, including **customer information, accounting records, multi ship addresses, sales orders, invoicing, item master, price levels, and much more, all in real time.**

“SYNC lets us see our yearly sales data, especially since we have a lot of deals that are automatic orders that the salespeople never touch,” said Anna Buchner. **“We can see customer sales at a glance, cohesively and comprehensively; month-to-date sales.”**

Buchner continued, **“For marketing, SYNC helps to track where my leads are coming from, as well as how many of our leads are sales leads vs. marketing leads. We can also do forecasting, because I know how many marketing leads I need to generate which determines how many sales dollars to help our overall sales goal.”**

Commerciant and Salesforce will continue to enhance Buchner Manufacturing’s processes, giving them a **360-degree view of sales, marketing, and customers.**

The background of the top section consists of three images: a house with a red roof, a close-up of a grey metal roofline, and a close-up of tan stone-textured siding.

Company Profile

It all started with a desire to create something better. In 1979, Gerry Buchner, an aluminum siding installer, was frustrated with the quality of aluminum building products available on the market. He vowed to make durable products that were designed for the end-user and easier to install. Thus, Buchner Manufacturing Inc. (BMI) was born. In the early days, Gerry and his sons, John and Andy, installed the products in addition to manufacturing them. As the business developed, they decided to step away from installations and focused solely on production. They expanded BMI's manufacturing to include steel and copper products and started carrying items like vinyl siding, sealants, fasteners, metal roofing, and other exterior building products. From its humble beginnings in Pefferlaw, ON, Canada, Buchner Manufacturing has grown to become one of the leading manufacturers of building products, servicing North America and other locations around the world.

LOCATION	<i>Newmarket, Ontario, Canada</i>
EMPLOYEES	<i>50+</i>
INDUSTRY	<i>Manufacturing, Construction</i>
Customer Business Model (B2B, B2C, or Both)	<i>B2B</i>
SOLUTION(S)	<i>Commercient SYNC</i>
ERP & CRM	<i>SYSPRO & Salesforce Enterprise</i>
GO LIVE DATE	<i>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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