



# SYNC Gives Instant Visibility of Closed Deals Compared to Quotas & Revenue Goals

Commercient SYNC Integrates  
SYSPRO & HubSpot CRM

**“SYNC gives us instant visibility on closed dollars compared to quotas and revenue goals.”**

**“We have visibility on closed orders, because much of our reporting is done around deals.”**

CHALLENGES	SOLUTIONS	RESULTS
Leverage a state-of-the-art CRM and marketing automation system	<b>HubSpot CRM, a leading CRM solution, plus marketing automation tools</b>	Forbes Industries modernized their sales and marketing processes
The company needed access to SYSPRO data in HubSpot CRM	<b>Commercient SYNC, the #1 data integration platform for sales</b>	The team has instant visibility of closed dollars compared to quotas and revenue goals
Set up additional marketing automation with data integration	<b>HubSpot and Commercient SYNC</b>	Forbes Industries can use targeted automated marketing campaigns with SYNC'd purchase history information

# Detailed Info and Quantitative Results

“**SYNC allows us to tie the numbers in HubSpot in relation to quotas and goals based on quotes,**” said Bruce Prock, Vice President of Marketing at Forbes Industries, the world's leading manufacturer of Hospitality and Food & Beverage furniture and equipment.

The company uses **SYSPRO for accounting and operations**, and leveraged **HubSpot CRM to modernize their sales processes**. Forbes Industries also implemented **marketing automation with HubSpot**.

“Our sales teams can **access HubSpot from anywhere, and reminders that keep deals from timing out,**” said Prock. “**HubSpot also allows us to set up lead distribution, and it sends out leads to our reps, plus a reminder 5 days later.**”

**Commercient SYNC, the #1 data integration platform for sales**, connects their SYSPRO and HubSpot CRM data to get a full view of sales, customers, and marketing.

# Detailed Info and Quantitative Results

Thanks to Commerciant SYNC, Forbes Industries can access SYSPRO data in HubSpot CRM, including **SYSPRO Accounts -> HubSpot Company; SYSPRO Ship To's -> HubSpot CRM; SYSPRO Contacts -> HubSpot Contacts; SYSPRO Invoices -> HubSpot Deal; and SYSPRO Products -> HubSpot Product.**

**“We have instant visibility on closed dollars compared to quotas and revenue goals, and by individual person, as well,”** explained Bruce Prock. **“SYNC also gives visibility on those closed orders, because a lot of our reporting is done around deals.”**

In the near future, the company plans on setting up an additional **marketing automation solution with HubSpot to target customers based on their past purchases, with other products Forbes Industries offers.**

**“We want to use that SYNC'd data from SYSPRO in HubSpot about customers and what they're purchasing and use some marketing automation,”** said Prock.

## Company Profile



Forbes is at the forefront of its industry and our philosophy is to provide the hospitality and food service industries with products that not only look great, but include labor saving features, enhanced safety and designs for long term use and increased profitability. Our products offer value-for-money advantages that are not available from any other manufacturer. Proudly manufacturing products from our facility in Ontario, California.

### LOCATION

*Ontario, California*

### EMPLOYEES

*50+*

### INDUSTRY

*Manufacturing, Hospitality*

### Customer Business Model (B2B, B2C, or Both)

*B2B*

### SOLUTION(S)

*Commercient SYNC*

### ERP & CRM

*SYSPRO & HubSpot CRM*

### GO LIVE DATE

*TBD*

## 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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