



SYNC Helps Track Customers' Needs & Create Targeted Sales Campaigns

Commercient SYNC Integrates SAP Business One
& Salesforce Enterprise

“We want to track customers’ orders and follow our accounts closely for targeted sales campaigns.”

“Commercient is the easiest company we have worked with, no communication problems. It has been a great experience.”

| CHALLENGES | SOLUTIONS | RESULTS |
|--|---|--|
| <p>Prime Meats needed a more robust CRM system that allowed for customizations</p> | <p>Salesforce Enterprise, the leading CRM in the world</p> | <p>Salesforce offers more options, including customizing and managing data, according to their needs</p> |
| <p>The company needed access to important SAP Business One data in Salesforce</p> | <p>Commercient SYNC, the #1 data integration platform for sales</p> | <p>The sales and marketing teams can access customer information, orders, invoicing, and more, in Salesforce</p> |
| <p>Having data in Salesforce that allows them to keep track of customers' orders and history</p> | <p>Commercient SYNC's customer information and order history to Salesforce</p> | <p>They have data within Salesforce that helps them track customers' order history and launch new products</p> |

Detailed Info and Quantitative Results

“Commercient SYNC helps us track our customers’ orders, and follow our accounts closely for targeted sales campaigns,” said Juan Manuel Kryzan, IT Manager at Prime Meats.

Prime Meats was using two different and basic CRM systems which didn’t allow the capabilities needed to handle the data in an efficient way. They leveraged **Salesforce Enterprise, a well-known and robust software, enabling them to manage and customize data and reports.** They use **SAP Business One** for operations and accounting.

According to Kryzan, their previous CRM “was like using a black box” because it allowed no customizations they needed for the business. **Salesforce gives the team at Prime Meats the customizations required to help the sales team succeed.**

Prime Meats worked with **Commercient SYNC, the number one data integration platform for sales, to connect their SAP Business One and Salesforce systems.**

Detailed Info and Quantitative Results

The sales team at Prime Meats can access SAP Business One data in Salesforce, thanks to Commerciant SYNC, including **customer information, accounting records, orders, invoicing, territory, contacts, item master, routes, and more.**

“We want to **track customers’ needs, so we can create offers from the menu and product catalogue,**” Juan Manuel Kryzan said. “We also want to **follow our accounts closely, so we can track the growth on orders from our product catalogue.**”

Another opportunity they envision SYNC will help them to leverage is the **launch of new products, and which customers they can target in their sales campaigns.** Additionally, it helps Prime Meats to **take care of their customers’ needs.**

Regarding the support received from the Commerciant team, Kryzan said, “**This company is the easiest we have worked with, zero communication problems, it was a great experience. We’re more than happy to recommend Commerciant.**”



Company Profile

Prime Meats is a member of Grupo Norsan, a company with unwavering values in the United States. Established in 1992, Prime Meats is a family-owned private meat packaging and distribution company based in Duluth, Georgia. They specialize in meat packing, processing, and distribution serving restaurants, grocery stores, and butcher shops throughout the Eastern United States. In 2017, Prime Meats became a member of the US Meat Export Federation. Quality system to achieve safe operation.

LOCATION

Duluth, GA

EMPLOYEES

50+

INDUSTRY

Food & Distribution

Customer Business Model (B2B, B2C, or Both)

B2B & B2C

SOLUTION(S)

Commercient SYNC

ERP & CRM

SAP Business One & Salesforce

GO LIVE DATE

2023

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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