



SYNC Helps Protectowire with Managing Customers & Targeted Marketing

Commercient SYNC Integrates ERP & CRM

“SYNC seamlessly incorporates SAP Business One data into our Salesforce instance and helps us with managing our customer base.”

“SYNC gives the sales team remote access to our customers while they’re on the road.”

CHALLENGES	SOLUTIONS	RESULTS
Implement a state-of-the-art CRM solution to modernize sales processes	Salesforce Professional, the leading CRM in the world	Protectowire FireSystems can better track customers, opportunities, leads, and much more
A data connection from SAP Business One to Salesforce	Commercient SYNC, the #1 data integration platform for sales	The sales team, including outside sales, can access customer information, orders, invoicing, etc., in Salesforce
Continue streamlining and enhancing their overall processes	Salesforce and Commercient	The Protectowire team has a full view of customers, sales, and marketing

Detailed Info and Quantitative Results

“Commercient SYNC seamlessly incorporates SAP Business One data into our Salesforce instance and helps us with managing our customer base,” said Gary Paul, Regional Sales Manager at Protectowire FireSystems.

Protectowire switched from Macola 10 to **SAP Business One** for operations and **accounting**, and utilized **Salesforce Professional** to better manage their customers, opportunities, leads, and more.

"Salesforce lets us track our customers and who are the main players there, graphically represent where they're at, and more," said Paul. "It's not only **helped us develop relationships with our customers**, but it also enhanced our marketing ability."

The company chose **Commercient SYNC**, the **#1 data integration platform for sales**, to connect their **SAP Business One** and **Salesforce Professional** data.

Detailed Info and Quantitative Results

The team at Protectowire can access important SAP Business One data directly in Salesforce Professional, thanks to Commercient SYNC, including **customer information, accounting, orders, invoicing, AR invoice payments, multi ship to addresses, item master, salesperson's name, serial numbers, and more.**

"SYNC gives us visibility of what's going on with our customers, and who's buying, who isn't buying," explained Gary Paul. "It helps us **keep our lines of communication open with our customers and use targeted marketing.**"

Salesforce and Commercient will continue to work with the team at Protectowire FireSystems to further streamline and enhance their overall processes. This will give the company a full view of customers, sales, and marketing.

"SYNC essentially gives us remote access to our customers, so we aren't 'blind' while on the road. We can check everything on Salesforce dashboards," concluded Paul.

COMPANY PROFILE



Protectowire FireSystems is the originator of Linear Heat Detectors and the leading manufacturer of Special Hazard Linear Heat Detection Systems. Our solutions include complete alarm systems for fire protection suitable for a vast array of applications. Our products are made in the USA at our factory located in Pembroke, Massachusetts. For over 75 years, many of the world's largest companies have chosen Protectowire to protect their valuable assets and business operations.

LOCATION	<i>Pembroke, Massachusetts</i>
EMPLOYEES	<i>20+</i>
INDUSTRY	<i>Manufacturing</i>
ERP & CRM	<i>SAP Business One & Salesforce Professional</i>
CUSTOMER BUSINESS MODEL (B2B, B2C, or Both)	<i>B2B</i>
SOLUTION(S)	<i>Commercient SYNC</i>
GO LIVE DATE	<i>October 2019</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 115 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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