



# The Sales Team Can Easily Create Reports in Salesforce With SYNC'd ERP Data

Commercient SYNC Integrates  
Microsoft Dynamics NAV & Salesforce Professional

**“SYNC allows geographically distant members of staff access to information without having to access the ERP.”**

**“The sales team have everything they need in Salesforce before meeting with customers.”**

CHALLENGES	SOLUTIONS	RESULTS
<p>Replace a previous CRM with a new, state-of-the-art solution</p>	<p><b>Salesforce Professional, the leading CRM in the world</b></p>	<p>CeriumOptical Products have modernized their sales processes</p>
<p>Data between Microsoft Dynamics NAV and Salesforce remained siloed</p>	<p><b>Commercient SYNC, the #1 data integration platform for sales</b></p>	<p>The sales team will be able to access customer information, orders, invoicing, and more in Salesforce</p>
<p>Continue with enhancing and streamlining processes</p>	<p><b>Commercient and Salesforce</b></p>	<p>The company has a 360-degree view of sales, customers, and marketing</p>

# Detailed Info and Quantitative Results

“Commercient SYNC allows geographically distant members of our staff access to information without having to log into the ERP,” explained James Sangster, Managing Director at CeriumOptical.

The team at CeriumOptical uses **Microsoft Dynamics NAV for operations and finance**, and replaced a previous CRM with **Salesforce Professional to modernize their sales processes and improve managing customers, leads, opportunities, and more.**

“Salesforce is great and gives our sales team and management an overview of the sales pipeline,” said Sangster. “It also sends out reminders to the sales team that if they haven’t spoken customer X or Y in a while, it’s time to reach out.”

They worked with **Commercient to implement SYNC, the number one data integration platform for sales, to connect their Microsoft Dynamics NAV and Salesforce data.**

# Detailed Info and Quantitative Results

With Commercient SYNC, CeriumOptical can access **Microsoft Dynamics NAV data in Salesforce Professional, including customer information, accounting, orders, invoicing, customer movement history, terms, territory, contacts, and more.**

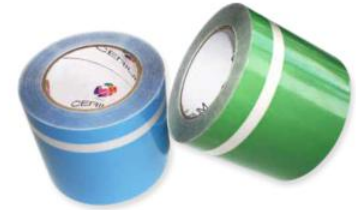
**“The sales team will have everything they need in Salesforce before meeting with customers,”** explained James Sangster. **“All the NAV data is right there in Salesforce and it’s succinct.”**

Sangster continued, **“Our administrative staff also doesn’t have to take the time of their day to create reports such as what a customer ordered; the team can easily create them in Salesforce with the SYNC’d NAV data.”**

Commercient and Salesforce will continue working to enhance and streamline their processes, giving them a **360-degree view of sales, customers, and marketing.**



## Company Profile



CeriumOptical is involved in the development of many of the consumable products used in the production of optical lenses available in the marketplace today and are recognised as world leaders due to their policy of constant research and development. In creating their products, the Group adopts a zero base attitude, and solutions are rarely off-the-shelf. Instead, they originate from the special requirements of their customers. The group has developed strong international links in resourcing materials and technologies with offices and warehousing in the United Kingdom, Singapore, Australia, USA, Holland, and the UK. Today, 80% of their business is overseas and they deliver superior products to over 100 countries worldwide.

<b>LOCATION</b>	<i>United Kingdom (HQ), Global</i>
<b>EMPLOYEES</b>	<i>25+</i>
<b>INDUSTRY</b>	<i>Medical Device Manufacturer</i>
<b>Customer Business Model (B2B, B2C, or Both)</b>	<i>B2B</i>
<b>SOLUTION(S)</b>	<i>Commercient SYNC</i>
<b>ERP &amp; CRM</b>	<i>Microsoft Dynamics NAV &amp; Salesforce Professional</i>
<b>GO LIVE DATE</b>	<i>Fall 2020</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.

**Phone No:**

US: +1 (844) 282-0401

UK: +44 20 3870-2803

SA: +27 87 550-5997

**Email:**

[support@commercient.com](mailto:support@commercient.com)

[sales@commercient.com](mailto:sales@commercient.com)

