

SYNC Helps With Quoting & Creating New Opportunities

Commercial SYNC Integrates
Microsoft Dynamics GP & Zoho CRM

“Commercient gives our sales team the tools to better quote products and find opportunities via sales data, all in Zoho CRM.”

“SYNC helps us create quotes based on real-time customer pricing data plus inventory, dimensions, and specs.”

CHALLENGES	SOLUTIONS	RESULTS
Leverage a state-of-the-art ERP and cloud-based CRM	Microsoft Dynamics GP and Zoho CRM	Tempo Communications can effectively manage their finances, operations, sales, marketing, etc.
Data between their ERP and CRM remained siloed	Commercient SYNC, the #1 data integration platform for sales	The sales team can quickly access important Microsoft Dynamics GP data directly in Zoho CRM
Improve how quotes are created	Real-time customer pricing data plus inventory, dimensions, and specs are SYNC'd by Commercient	The sales team can deliver excellent and accurate formal quotes to customers and prospects

Detailed Info and Quantitative Results

“**SYNC gives our sales team the tools to better quote products and find opportunities via sales data all in Zoho CRM,**” said Oleg Fishel, Vice President, Marketing and Retail at Tempo Communications.

As part of their transition from being part of a major company to an independent private brand, the team at Tempo Communications **replaced their previous ERP and CRM systems with Microsoft Dynamics GP and Zoho CRM.**

“**We've really been pushing the envelope on what Zoho CRM can do,**” explained Fishel. “And a lot of what we do in Zoho depends on making sure our sales team has **access to Microsoft Dynamics GP data.**”

After extensive research, **the company chose Commercient SYNC, the #1 data integration platform for sales, to connect their Microsoft Dynamics GP data to Zoho CRM.**

Detailed Info and Quantitative Results

Tempo Communications can now access Microsoft Dynamics GP data in Zoho with Commercient SYNC, including **customer information, accounting records, sales orders, invoicing, serial numbers, price levels, inventory, multi ship to addresses, and more.**

“Our sales team can look at **what products a customer bought quarterly over the last three years with SYNC**, for example,” said Oleg Fishel. “They can give **better answers to customer historical sales questions while out in the field**, as well.”

Fishel continued, “SYNC also helps with quoting: The sales team can access **real-time pricing of the customer they're quoting, plus inventory data, dimensions, and specs, and create a formal quote.** And that includes creating a quote for a prospect.”

Commercient and Zoho will continue working to **streamline and enhance Tempo's overall processes, giving them a 360-degree view of sales, customers, and marketing.**

Company Profile



Tempo offers a complete line of innovative and industry-leading test & measurement solutions for the communication service provider industry. Our expertise and innovative solutions address all stages of network deployment enabling the development, installation and maintenance of xDSL, Fiber, Cable & Wireless networks. Through our strategic acquisitions in Fiber & Ethernet segments, Tempo Communications has emerged as the leading provider of next generation test & measurement solutions in the global communications industry. We serve customers across the globe from the Americas, Europe, Africa and Asia. Our success is built on a long track record of delivering high quality innovative solutions enabling technicians to achieve their goals faster and with confidence. Finally, Tempo Communications also manufactures the tried-and-true line of Paladin hand tools, backed by a lifetime warranty, to round-out any technician's repertoire, and as well as the DataShark line for the "do-it-yourselfer."

LOCATION

San Diego, California

EMPLOYEES

60+

INDUSTRY

Telecommunication & Manufacturing

Customer Business Model (B2B, B2C, or Both)

B2B or B2C

SOLUTION(S)

Commercient SYNC

ERP & CRM

Microsoft Dynamics GP & Zoho CRM

GO LIVE DATE

Fall 2019

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 150 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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