

SYNC Saves Accounting 1-2 Weeks of Manual Data Entry Per Year

Atlanta Braves

Commercient SYNC Integrates Workday &
Salesforce Unlimited

“SYNC eliminates double data entry for our Accounting team.”

“Commerciant saves us one to two weeks worth of work per year.”

| CHALLENGES | SOLUTIONS | RESULTS |
|---|---|---|
| Leverage a state-of-the-art, cloud-based CRM solution | Salesforce Unlimited, the world's leading cloud-based CRM | The Braves can effectively manage premium accounts |
| Data between Salesforce and Workday remained siloed | Commercient SYNC, the #1 data integration platform for sales | The Accounting team can access premium sales in Workday, eliminating double data entry |
| Create a connection between Workday and Salesforce | Commercient's Phase 1 SYNC | The sales team has access to important customer and invoicing information in Salesforce |

Detailed Info and Quantitative Results



“Commercient integrates new sales of A-List Premium Memberships, complimentary Premium Parking, and unlimited access to an exclusive area, from Salesforce to Workday, eliminating double data entry for Accounting,” explained the Braves.



The Braves utilized **Workday for accounting and HR** and leveraged **Salesforce Unlimited to more effectively manage their premium customer accounts.**



They worked with **Commercient to implement SYNC, the #1 data integration platform for sales, to connect Salesforce and Workday.** The accounting team can view premium account sales in Workday and create and issue invoices.



“**SYNC helps Accounting avoid typing the premium sales into Workday, eliminating double data entry,**” said the Braves. “**It also reduces the error of mistyped numbers.**”

Detailed Info and Quantitative Results

With Commercient SYNC, the Braves' accounting team can access important Salesforce data directly in Workday, including **new and updated accounts, premium partnership contracts, AR invoice payments, and new and updated contacts.**

“Accounting doesn't need to type in Premium Sales into Workday after they're sold in Salesforce,” explained the Braves. “**Commercient SYNC saves them about a week or two of work per year.**”

Additionally, Commercient SYNC's Workday data to Salesforce, including **customer account records and information, invoice history headers and details, open invoice headers and details, AR invoice payments, and invoice PDF.**

Commercient and Salesforce will continue working with the Braves to help give them a **360-degree view of sales, customers, and marketing.**



Company Profile

The Braves are a Major League Baseball club based in Atlanta, Georgia. Braves Executive Offices are located in Atlanta, Georgia.

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| LOCATION | <i>Atlanta, Georgia</i> |
| EMPLOYEES | <i>500+</i> |
| INDUSTRY | <i>Sports</i> |
| Customer Business Model (B2B, B2C, or Both) | <i>B2B & B2C</i> |
| SOLUTION(S) | <i>Commercient SYNC</i> |
| ERP & CRM | <i>Workday & Salesforce Unlimited</i> |
| GO LIVE DATE | <i>2021</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 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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