



SYNC Saves 50% of Time by Eliminating Double Data Entry

Commercient SYNC Integrates Acumatica &
Salesforce Enterprise



“Commerciant gives the sales team a holistic view of their accounts.”

“The sales reps and leadership have visibility into orders in Salesforce with SYNC.”

CHALLENGES	SOLUTIONS	RESULTS
<p>Implement a state-of-the-art CRM solution with the help of SevenPoints</p>	<p>Salesforce Enterprise, the world's leading cloud-based CRM</p>	<p>Trace Minerals have modernized their processes and gained more visibility into, and help grow, their product lines</p>
<p>Data between Acumatica and Salesforce remained siloed</p>	<p>Commercient SYNC, the #1 data integration platform for sales</p>	<p>The sales team can access important Acumatica data in Salesforce, including B2B sales orders</p>
<p>Create a data connection from Salesforce to Acumatica</p>	<p>Commercient's Phase 2 SYNC</p>	<p>New and updated accounts, contacts, and sales orders created in CRM is SYNC'd to ERP, saving 50% of time</p>

Detailed Info and Quantitative Results

“**Commercient SYNC gives the sales team at Trace Minerals a holistic view of their accounts,**” explained Kyle Davis, Sales Director at SevenPoints for Trace Minerals, the pioneer of ionic trace mineral products.

For finance and operations, Trace Minerals uses **Acumatica**, and they worked with **SevenPoints to leverage Salesforce Enterprise** to help modernize and streamline their overall sales processes.

“**Salesforce gives them better visibility into where their product lines are, and ultimately, help grow their product line,**” said Davis. “They can monitor what their clients are buying specifically, the addressable market, and what they’re consuming at what rates.”

Trace Minerals and SevenPoints chose **Commercient SYNC, the #1 data integration platform for sales, to connect their Acumatica and Salesforce data.**

Detailed Info and Quantitative Results

With Commerciant SYNC, Trace Minerals can access Acumatica data directly in Salesforce Enterprise, including **accounts, orders, invoicing, customer movement, contacts, item master, pricing, inventory, shipping dispatch, and more.**

“There’s a reduction of manual entry of invoicing, billing, etc., between systems, since SYNC automates that, and it mitigates the chances of data entry errors,” said Kyle Davis. **“It also gives them more visibility into orders, so they can relay that to customers quickly.”**

Additionally, **new and updated accounts and contacts plus new sales orders created in Salesforce are SYNC’d to Acumatica, saving 50% of time by eliminating double data entry.**

“If a prospect account flips the switch to a customer due to a closed opportunity in Salesforce, that information is SYNC’d to an Acumatica, as opposed to someone in finance manually entering it into the ERP as an accounting record,” explained Davis.



Company Profile

Trace Minerals envisions a world where people are empowered and in charge of their own health; a time when all consumers are committed to living a healthier lifestyle; a day when ionic trace minerals are a part of every consumer's daily supplement intake. Since 1972, Trace Minerals' branded products have been recognized around the world as the pioneer of ionic trace mineral products that have supported consumers in living healthy lives. For more than 50 years, they've been dedicated to researching data, harvesting minerals, promoting awareness and formulating best-in-class products because they're passionate in their mission to help remineralize the world.

LOCATION

Ogden, Utah

EMPLOYEES

75 - 100

INDUSTRY

Vitamins

Customer Business Model (B2B, B2C, or Both)

B2B & B2C

SOLUTION(S)

Commercient SYNC

ERP & CRM

Acumatica & Salesforce Enterprise

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 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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