



Practice Labs™

SYNC Allows Sales to Invoice & Provides Accurate Reporting

Commercient Integrates Xero & Salesforce Enterprise

FOR ACADEMIC

FOR BUSINESS

FOR PUBLIC SECTOR

FOR SELF LEARNERS



Commercient™
ERP Integration for CRM

COMPANY PROFILE

Practice Labs is a new kind of IT training company. Their mission is clear to help 1 million users improve their digital skills by 2023. But they know that learning new skills in IT needs practice, and workplace experience is hard to come by these days. That's why Practice Labs empowers learners of all abilities with the chance to build their hands-on digital and IT skills using real live IT equipment. They are not a training company, although we help learners reach their career goals with their own hands.

LOCATION	<i>Dartford, Kent, United Kingdom</i>
EMPLOYEES	<i>50+</i>
INDUSTRY	<i>Information Technology</i>
ERP & CRM	<i>Xero & Salesforce Enterprise</i>
CUSTOMER BUSINESS MODEL (B2B, B2C, or Both)	<i>B2B</i>
SOLUTION(S)	<i>Commerciant SYNC</i>
GO LIVE DATE	<i>2022</i>

CHALLENGE	SOLUTIONS	RESULTS
Implement a state-of-the-art CRM solution	Salesforce Enterprise, the top cloud-based CRM in the world	The team at Practice Labs has modernized and streamlined their sales processes
Data between Xero and Salesforce remained siloed	Commercient SYNC, the #1 data integration platform for sales	The sales team can access important billing information and create invoices
Create a data integration from Salesforce to Xero	Commercient's Phase 2 SYNC	New and updated items created in CRM are SYNC'd to ERP, helping to save time

NOTES

- **Practice Labs empowers learners of all abilities with the chance to build their hands-on digital and IT skills using real live IT equipment.** The company is based in the UK and utilize **Xero** for their operations and finance.
- They implemented **Salesforce Enterprise**, the top CRM in the world to modernize and **streamline their sales processes, plus improve managing of leads, customers, etc.**
- **“Salesforce will help us to track our growth,”** said Pedro Lima, Salesforce Administrator at Practice Labs. **“And my role as Salesforce administrator is to make sure marketing, sales and finance have everything they need to be more productive in CRM.”**
- Practice Labs needed important Xero data to be integrated to Salesforce, so they worked with **Paul Barry, Commercient’s permanent UK Account Executive, to leverage Commercient SYNC, the #1 data integration platform for sales.**

RESULTS

- Thanks to Commerciant SYNC, the team at Practice Labs can access Xero data in Salesforce Enterprise, including **customer information, accounting records, billing, invoicing, orders, contacts, invoice PDF, billing addresses, and much more.**
- “By having our **billing information within Salesforce**, it is going to help us to be more **accurate in our reports**,” said Pedro Lima. “**The sales team can raise invoices without needing finance. And they can check on invoices which have been paid or not.**”
- Lima continued: “The marketing team can **access the data in Salesforce, do further segmentation, and create campaigns for specific customers who have spent a certain amount of their budget with us.**”
- **New Accounts, Sales Orders, and Product Items; New, Updated, and Deleted Contacts; Prices; and Account Owners created in Salesforce are SYNC'd to Xero**, which helps Practice Labs to save time and avoid double data entry.

ABOUT COMMERCIENT



Commerciant 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 110 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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