

A background image of a modern industrial factory floor. Several yellow robotic arms are visible, some with red accents, working on assembly lines. The environment is filled with complex machinery, pipes, and structural elements of the factory building.

Commercient SYNC Helps Salesforce Become the Source of Truth

Commercient SYNC Integrates Epicor 10
& Salesforce Enterprise

“Commercient helps to make Salesforce the source of truth.”

“SYNC has led to higher quality data.”

CHALLENGE	SOLUTIONS	RESULTS
Improve the management of leads, sales, and customers	Salesforce Enterprise, the top cloud-based CRM in the world	Nook Industries can effectively track leads to sales closed
Replace a previous ERP and CRM data integration solution	Commercient SYNC, the #1 data integration platform for sales	The sales team can access Epicor 10 data directly in Salesforce
Continue streamlining Nook's processes	Commercient and Salesforce	The company has a complete picture of sales, customers, and marketing

Detailed Info and Quantitative Results



“**Commercient helps to make Salesforce the source of truth.** Our external reps use the Epicor data to see if shipments are getting to their customers, for example said Tim Tarbet, IT Director at Nook Industries.



Nook utilizes **Epicor 10** for their accounting and operations, and have been using **Salesforce Enterprise**, the world’s top cloud-based CRM to effectively manage and track their leads, customers, opportunities, and more.



After upgrading to Epicor 10, Nook Industries looked for an out-of-the-box ERP and Salesforce data integration solution to replace a previous one. They chose **Commercient SYNC, the #1 data integration for sales.**



“We needed a **trusted partnership with an integration expert that provides a full service,** instead us trying to fix issues with the old integration,” explained Tim Tarbet, IT Director at Nook Industries. “**Commercient’s capabilities and price point are great.**”

Detailed Info and Quantitative Results



The team at Nook Industries can access Epicor 10 directly in Salesforce, thanks to Commercient SYNC. This includes **customer information, accounting records, sales orders headers and details, invoicing (including history, open AR, and payments), serial numbers invoiced, salesperson's code, and more.**



“The SYNC integration has led to higher quality data in Salesforce, giving our sales team more insight,” said Tim Tarbet. “It also assists them with creating quotes for our customers, thanks to that data.”



Additionally, Tarbet was pleased with Commercient's work: “I was very impressed with the whole process, including the **Guided Implementation AI**. I also like that **SYNC is out-of-the-box without my team having to do custom work.**”



Commercient and Salesforce will continue streamlining Nook's processes, giving the company a **complete picture of sales, customers, and marketing.**



COMPANY PROFILE



Founded in 1969 by Joseph H. Nook, Jr., Nook is a privately owned, U.S.-based complete source of premium linear motion solutions with a strong presence in the Greater Cleveland community. They provide their clients with proven knowledge and flexibility to design, engineer, and manufacture premium quality linear motion systems and solutions for their most challenging applications. Nook's customers benefit from a wide range of premium products and services that fit well into unlimited industries.

LOCATION	<i>Cleveland, Ohio</i>
EMPLOYEES	<i>150+</i>
INDUSTRY	<i>Manufacturing</i>
ERP & CRM	<i>Epicor 10 & Salesforce Enterprise</i>
CUSTOMER BUSINESS MODEL (B2B, B2C, or Both)	<i>B2B</i>
SOLUTION(S)	<i>Commercient SYNC</i>
GO LIVE DATE	<i>Fall 2021</i>

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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