



SYNC Eliminated Double Data Entry & Redundant Communication

Commercient SYNC Integrates
DELMIAWorks (formerly IQMS) & Salesforce Enterprise

“SYNC helps us tremendously by allowing Salesforce to be the single source of truth.”

“Commercient SYNC lets our teams spend more time working effectively in Salesforce, and less time in our ERP.”

CHALLENGES	SOLUTIONS	RESULTS
Leverage a state-of-the art, cloud-based, and customizable CRM solution	Salesforce Enterprise, the leading CRM in the world	Magnaloy modernized sales processes, improved communication, and added a customer portal
Data between DELMIAWorks (formerly IQMS) and Salesforce remained siloed	Commercient SYNC, the #1 data integration platform for sales	The sales team can access important ERP and accounting information directly in Salesforce
Continue to streamline and enhance Magnaloy's processes	Commercient and Salesforce	The team has 360-degree view of sales, customers, and marketing

Detailed Info and Quantitative Results



“Commercient SYNC lets our teams spend more time working effectively in Salesforce, and less time in our ERP,” said Christian Kleber, Salesforce Administrator at Magnaloy Coupling Company. **“It’s eliminated redundant communication and double data entry.”**



They use **DELMIAWorks (IQMS)** for operations and accounting, and worked with Josh Kong at Salesforce and DTC Force to implement **Salesforce Enterprise to improve managing sales, communication, customers, leads, etc.** It is a highly customizable solution.



“Salesforce improves communication between departments like sales and engineering, particularly when a P.O. [purchase order] is created, and what the next steps need to be,” said Kleber. **“We have a portal for customers to see the status of an order without calling in: Is it in production? Has it shipped and if so, what’s the tracking number?”**



Magnaloy chose **Commercient SYNC**, the **#1 data integration platform for sales**, to **connect their DELMIAWorks and Salesforce data**, avoiding a new ERP implementation.

Detailed Info and Quantitative Results



Magnaloy Coupling can access **DELMIAWorks (formerly IQMS)** data directly in **Salesforce Enterprise with Commercient SYNC**. This data includes customer information, accounting records, multi ship addresses, sales orders, invoicing, contacts, and much more.



“Commercient helps us tremendously by allowing Salesforce to be the single source of truth. Reps and managers aren’t having to look across systems for data,” explained Christian Kleber. **“In our ERP, you have to go through 4 screens, but with SYNC and Salesforce, it’s just one click to get important data.”**



Commercient and Salesforce will continue to streamline and enhance the processes for the team at Magnaloy Couplings, helping with **digital transformation** and giving the company **a 360-degree view of sales, customers, and marketing.**



“SYNC allows the sales team to access the ERP data remotely in Salesforce, run better reports, work in a superior system, and build our own solutions,” said Kleber.



Company Profile



Magnaloy Coupling Company has been manufacturing precision machined products since 1956, including the original light weight, heavy-duty flexible drive coupling. Today, Magnaloy offers many products in addition to Flexible Drive Couplings including, Pump/Motor Mounts, Cylinder Rod End Alignment Couplers, a complete line of Fluid Power Accessories, Hydraulic Manifolds & Manifolding Accessories and Hydraulic Reservoirs. Most importantly, all Magnaloy's products offer superior quality in material and workmanship. Immediate delivery is available through a broad North American distribution network and our sales rep for International Sales.

LOCATION	<i>Alpena, Michigan</i>
EMPLOYEES	60+
INDUSTRY	<i>Manufacturing</i>
Customer Business Model (B2B, B2C, or Both)	<i>B2B</i>
SOLUTION(S)	<i>Commercient SYNC</i>
ERP & CRM	<i>DELMIAWorks (IQMS) & Salesforce Enterprise</i>
GO LIVE DATE	<i>Spring 2022</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 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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