NutriQuest®

SYNC Provides NutriQuest With a Full View of Sales & Customer Service

Commercient Integrates Sage 100 and Microsoft Dynamics 365

SWINE & POULTRY

+ Feed Additives

+ Water Quality

+ Animal Welfare

+ Consulting

+ Knowledge Solutions

Commercient™
ERP Integration for CRM

NutriQuest

NutriQuest, founded in 2007, is a team of industry-leading animal experts serving producers by delivering targeted breakthrough solutions. The NutriQuest team has a passion for understanding producer's needs. It's combined with an unending curiosity and drive to develop innovative products and services. Their solutions to animal producers including nutritional and non-nutritional products, services, and technologies, all while providing an unwavering commitment to the producer.

LOCATION	*Mason City, Iowa*
EMPLOYEES	*45*
INDUSTRY	*Manufacturer & Distributor of Nutritional and Non-Nutritional Products for Animals*
ERP & CRM	*Sage 100 & Microsoft Dynamics 365*
CUSTOMER BUSINESS MODEL (B2B, B2C, or Both)	*B2B*
SOLUTION(S)	*Commercient SYNC*
GO LIVE DATE	*September 2018*

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CHALLENGE	SOLUTIONS	RESULTS
Update and modernize NutriQuest's sales processes	Microsoft Dynamics 365, a leading CRM system	The company's sales team saw modernization with a powerful CRM
The sales team doesn't have easy access to Sage 100 data	Commercient SYNC, the #1 data platform for sales	The sales team can now access customer data, sales history, invoicing, serial numbers, and more, all within Microsoft Dynamics 365
Upper management at NutriQuest needs full visibility of the company	SYNC data integration between ERP and CRM	With a 360-degree view of sales and customer service, upper management has full clarity of daily operations

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NOTES

- NutriQuest is a leader in targeting breakthrough solutions to animal producers, including **nutritional and non-nutritional products, services, and technologies**.

- The company recently implemented **Microsoft Dynamics 365, a leading CRM system, to help modernize their sales processes**.

- However, their sales team didn't have easy access to data within their Sage 100 system. "**It kind of limited their visibility to see what is going on**," said Jared Price, IT director at NutriQuest, who also said there was difficulty running reports.

- After research and careful consideration, the company turned to **Commercient SYNC, the #1 data integration platform for sales, to help integrate their ERP and CRM data**.

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RESULTS

- Commercient SYNC integrates important data from Sage 100 to Microsoft Dynamics, giving **NutriQuest's sales team and upper management a 360-degree view of sales**.

- They have easy access to ERP data directly within their CRM. This includes **customer information, sales history, invoicing, pricing tiers, multi- bill and ship to addresses, serial numbers, salesperson name, terms, and more**.

- **"We reached out to Commercient to be able to get that information into CRM, so that our sales people can have full visibility of Sage 100 data**," explained Jared Price.

- In addition, NutriQuest's upper management team has full visibility of what's happening with the sales team and customer service. As Price said, **"It gives us visibility to see what is actually occurring throughout the company**."

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 65 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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