

Atlantic Database & Commerciant SYNC

Commerciant Partner Program

Sales Automation

Marketing

Commerce

Human Resources

Collaboration

Add-Ons

Zoho One



Company Profile

Atlantic Database’s mission is to help clients automate their business online so they can reduce costs and increase sales, at the same time, including Sales Automation, Digital Marketing, Finance, Operations, and Human Resources using the Zoho One suite. At Atlantic Database, they listen first and then determine how to save their clients time and money, increase market awareness, and turn their database into a money making sales machine.

LOCATION	<i>Raleigh-Durham, North Carolina</i>
SERVICES	<i>Zoho, Sales Automation, Digital Marketing, eCommerce</i>
INDUSTRIES SERVED	<i>Small Business, Mid-Market, Technology, Manufacturer, AI, Bio Pharma, Education, etc.</i>
SOLUTION	<i>Commercient Partnership</i>

CHALLENGES	SOLUTIONS	RESULTS
Implement a state-of-the-art, cloud-based CRM solution	Zoho CRM, a leading CRM and part of Zoho One	Atlantic Database and Zoho help clients automate their businesses, reducing costs and increase sales
Data between Zoho CRM and ERPs remained siloed	Commercient SYNC, the #1 data integration platform for sales	Sales, marketing and service can access ERP data in Zoho, including order history, invoicing, etc.
Continue to assist and support businesses as they grow	Atlantic Database and Commercient	Businesses have a 360-degree view of sales, marketing, and customers

Notes & Results

- **Atlantic Database's mission is to help clients automate their business online so they can reduce costs and increase sales with using Zoho One suite.** The company recently celebrated 20 years of success.
- **"Zoho CRM helps the sales team save time, which means more time to sell,"** said Pete Fernald, Founder and CIO of Atlantic Database. **"They're collaborating more effectively, as they're all using Zoho to enter and update their activity with respect to the sales efforts."**
- **Pete and Atlantic Database teamed up with Commercient to leverage SYNC, connecting their mutual clients' ERP and Zoho CRM data.** This gives the businesses a **360-degree view of sales, customers, and marketing.**
- **"Commercient lets the sales team know where they stand with a customer,"** said Fernald. **"They can check the history, account status, lead time, customer value, all in Zoho CRM, and without needing to log back into the ERP."**

ABOUT COMMERCIENT



Commerciant SYNC provides consulting partners with a quick and efficient data integration solution for their clients. We work closely with consultant partners to provide a seamless integration, while they manage their clients' overall integration project.

SYNC can integrate 115+ ERP systems with your client's CRM.

Let our expert helpdesk, support and sales teams assist you with delivering exceptional results to your client.

Phone No:

US: +1 (844) 282-0401

UK: +44 20 3870-2803

SA: +27 87 550-5997

Email:

partners@commerciant.com

support@commerciant.com

