GUMU™ for Dynamics 365 CRM – Sage 100 Integration is a comprehensive integration, specially designed to satisfy all your business priorities. It delivers seamless, bi-directional integration. It empowers the enterprises to leverage the information within the organization and make smarter and faster business decisions. With

Dynamics 365 CRM and Sage 100 integration, mid-market and enterprise businesses can achieve a single, customer-centric view across their organization. This enables Accounting, Sales, Marketing and Customer Service teams to share a single consistent view of customer's information and provide a better experience.

Challenges of disparate Sage 100 and Dynamics 365 CRM:

Enterprises understand the importance of right information at the right time to compete effectively in a digitally connected system. Customer Relationship Management is the fulcrum on which the modern enterprise build their entire business model of customer centricity. Greytrix brings its CRM expertise with its patented GUMU™ data exchange framework that facilitates rapid data movement between Sage 100 and Dynamics 365 CRM seamlessly. The integration benefits include automated business process, reducing data redundancy with faster workflows. GUMU™ integration for Dynamics 365 CRM with Sage 100 delivers enhanced business insights, increasing productivity and efficiency. Additionally, ensuring a single customer-centric view across business units. To make your organization free from these hurdles, it becomes necessary to integrate your frontend and backend operations. This accelerates business processes by providing single console view of your business operations across the organization.

BENEFITS

▶ Make informed decisions, identify business opportunities based on latest synchronized information of Customers and reporting tools.

▶ Improve Finance, Customer Relation and Sales Interdepartmental communication with seamless process flow of accounting and customer information.

▶ Enhanced end client experience due to faster resolution of queries and personalized responses.

▶ Increased employee productivity due to data consistency and no effort duplication.

▶ Enhanced agility to act on new information quickly and maximize ROI.

▶ **Easy implementation:** The whole package is easy to implement and configure it with Dynamics 365 CRM and Sage 100.

INTEGRATION TOUCH POINTS

▶ Synchronization of Accounts/ Customers in both systems.

▶ Synchronization of Sales Quote, Sales Order, Sales Invoice etc. in both systems.

▶ Sage Data (synched) can be utilized for providing details to the clients.

▶ Quote Correct Prices by Synchronization of latest information.

Business Partners	View/ Add Sales Inquiries	Inventory Information
• Customer Details • Addresses & Contact Information • Persons	• Sales Orders • Sales Quotes • Sales Invoices	• Product Information • Quantity on Hand

Microsoft Dynamics **365** CRM - **sage** 100 **Integration**

Bi-Directional Integration:

Synchronize Sales Quotes, Orders and Invoices from Sage (to Standard tables/ Objects in Dynamics 365 CRM) that can be viewed on user-friendly UI of Dynamics 365 CRM layout. And synched back to Sage 100 system.

Sage 100 Customer
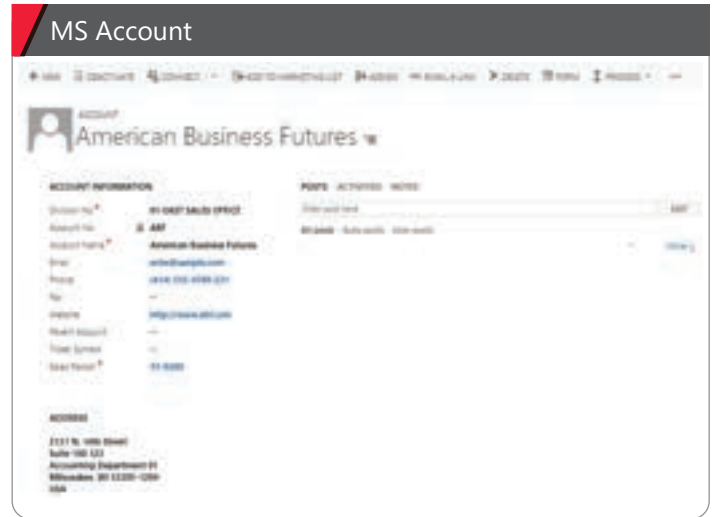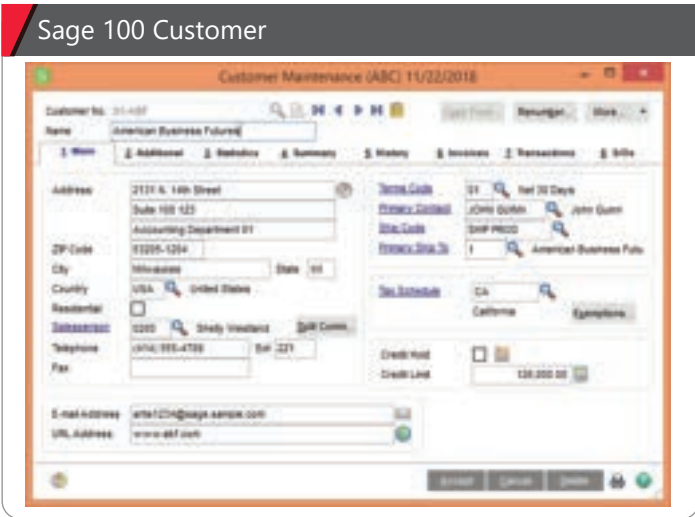
MS Account

Access from Portable Devices:

Critical information regarding leads, accounts, and orders can be accessed across devices desktops, mobiles, and tablets ensuring that sales and service teams respond quicker to customer needs. It provides same view on all the devices.

Mobile Browser View

Multi-Company Integration:

Can configure multiple Sage 100 companies with single Dynamics 365 CRM environment.

Updated Customer Sales Information:

Important Sales and service information can be viewed on user-friendly Dynamics 365 CRM Lists for particular accounts. This in turn provides decision makers with superior visibility into key business metrics and enables sales and service teams to proactively cross-sell and up-sell more effectively.

Synced from ERP