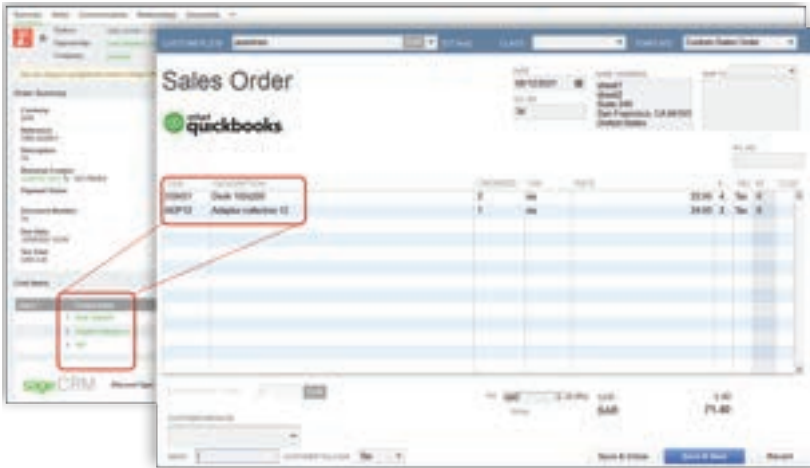# GUMU™ integration for Sage CRM with QuickBooks

QuickBooks has immense potential as it transforms handy accounting software into a powerhouse of insights by linking it to customer information in your Sage CRM. It is designed to deliver bi-directional integration between QuickBooks and Sage CRM. As a result, it empowers the companies to leverage the information within the organization and make smarter and faster business decisions. This integration is ideal for agile and fast-growing enterprises. It helps organizations derive maximum ROI while providing superior business visibility, critical in streamlining operations and managing customer relationships.

Features of GUMU™ integration for Sage CRM with QuickBooks:

1. Bi-directional Data Integration:

GUMU™ Integration between QuickBooks and Sage CRM is flexible as it allows users to selectively sync data between systems according to their business needs on a bi-directional basis. The Integration also allows scheduling processes at a fixed time interval, thereby automating the data flow.

2. Information on the Go

GUMU™ Sage CRM: QuickBooks integration allows push and pull of data from Sage CRM to QuickBooks and vice versa. Once the data is synced into Sage CRM using GUMU™ integration, the user can access and view information residing on Sage CRM using Desktop, Mobile and Tablet.

3. Unified View of Customer

In addition to gaining easy access to customer information on Sage CRM, the integration solution enables organizations to view customer details, invoices, and orders generated in Sage CRM. This feature provides customer-facing personnel with the data to cross-sell and up-sell effectively.

4. Easy Access to QuickBooks Data

With Sage CRM being accessible from anywhere through its web-interface, users can enter orders remotely via the easy-to-navigate Sage CRM interface. This feature is critical in processing new orders faster and reducing customer service response times.

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