

Coordinated CRM–Finance Operations, Built for Control and Scalability



GUMU™ delivers a governed, bi-directional integration between Creatio and Sage Intacct, designed for organizations where CRM execution must operate within financial structure, not alongside it. By synchronizing customers, contacts, products, orders, invoices, and financial context in a controlled manner, GUMU™ eliminates fragmented workflows, manual handoffs, and reconciliation delays. The outcome is not just connected systems, but **predictable, auditable, finance-aligned growth**.

Built-In Integration Architecture

GUMU™ is an inbuilt integration engine developed by Greytrix, engineered to facilitate secure data exchange without storing business data or relying on third-party middleware.

Operating independently within the CRM–ERP ecosystem, GUMU™ provides:



Secure, authenticated
connectivity



Governed
data movement



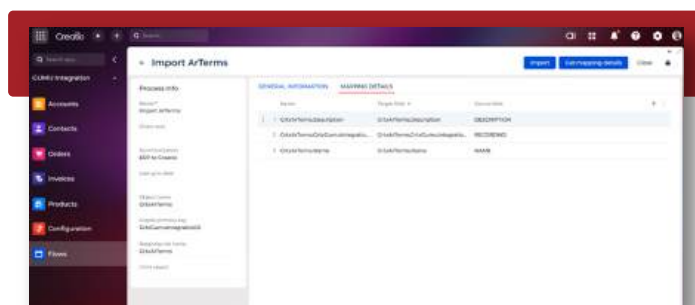
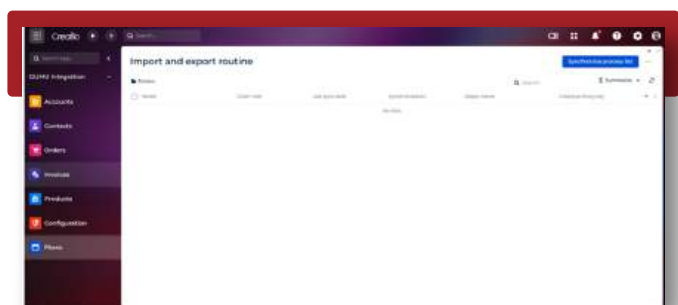
Near real-time and
scheduled synchronization

All while preserving system ownership, data integrity, and audit readiness.

Perks of Integrating Creatio with Sage Intacct Using GUMU™

Structured Data Mapping Enhances Visibility

Customer records, contacts, products, orders, invoices, and supporting financial entities are aligned through structured mappings—ensuring consistency across platforms, eliminating duplicate data entry, and reducing reconciliation effort.



Clear mappings lead to clear visibility across sales, finance, and operations.

Pre-Sync Data Validation & Controlled Review

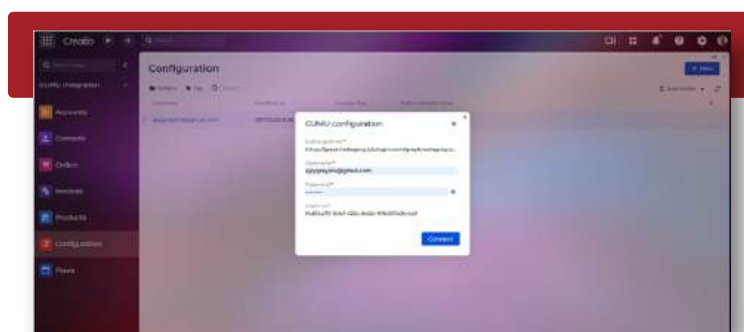
Before data is introduced into Creatio or promoted to Sage Intacct, GUMU™ validates records against defined business and financial rules. This controlled review layer ensures:

- Only complete and compliant records move forward
- Errors are intercepted early
- Downstream corrections and trust erosion are avoided

Finance retains control—without slowing CRM execution.

Secure Authentication & Connection Validation

Every integration begins with verified connectivity. GUMU™ establishes authenticated connections using secured credentials provided by Greytrix. Each configuration is validated upfront, with clear success indicators and error visibility—ensuring synchronization only proceeds on verified, authorized connections.

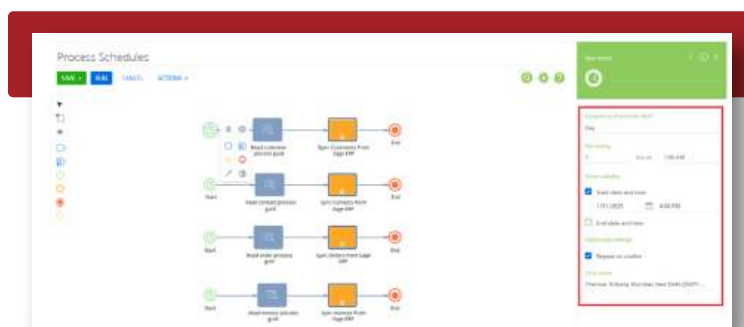


This prevents silent failures and reinforces operational confidence from the start.

Automated Import Scheduling

Integration should respect business operations. GUMU™ enables automated scheduling of data imports, allowing organizations to:

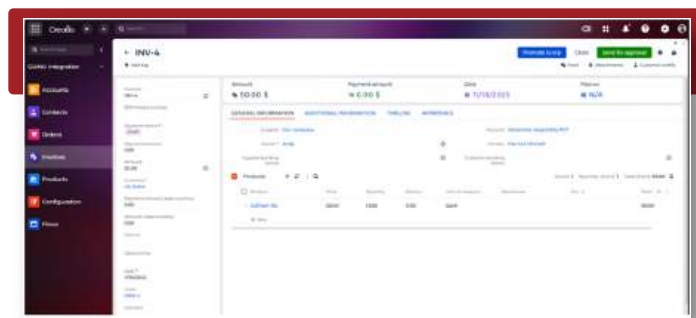
- Run synchronization during non-business hours
- Adjust frequency based on operational needs
- Align execution with preferred time zones



This ensures up-to-date CRM data without disrupting daily business activity or system performance.



1



Integration Scope & Functional Coverage

GUMU™ supports structured synchronization across key CRM and ERP domains, including:



Contacts



Sales Orders



Invoices



**Customers &
Accounts**



**Products &
Pricing**



**Financial dimensions and
supporting entities**

All data exchange is governed by validation rules, authorization logic, and configurable sync controls—ensuring consistency without compromising system ownership.

Why GUMU™

Data can move fast and still be wrong. GUMU™ ensures it moves correctly with structure, validation, automation, and traceability built into every interaction between Creatio and Sage Intacct.

The result is growth that scales with confidence, control, and clarity.

About **Greytrix**

25 Years of ERP Excellence

Trusted by **5000+ businesses across the globe**, Greytrix specializes in cloud integrations that simplify complex operations.

Our GUMU™ framework powers seamless connectivity between leading **CRMs and ERPs — from Salesforce to Sage 100.**

With 25 years of expertise and **30+ certified consultants**, we help businesses **work smarter, integrate faster, & grow stronger.**



✉ creatio@greytrix.com

☎ +1 888 221 6661

🌐 Greytrix | GUMU™

