



# Leveraging Salesforce Integration for Enhanced Business Insights

## Business Situation:

Hanan Products is a food company based in Hicksville, New York. The company has over 75 years of expertise in manufacturing products such as whipped cream, toppings, icings, and fillings. Hanan Products was looking for sophisticated reporting and data visualization to map and accelerate their growth. A fully integrated Salesforce and Sage 100 system could streamline most of their processes enabling superior business insights.

**Client:**  
Hanan Products

**Industry:**  
Food Manufacturing

**Technology:**  
Sage 100 & Salesforce

**Location:**  
Hicksville, New York

**Solution:**  
GUMU™ for  
Salesforce – Sage 100  
Integration

## Challenges:



### Data Consistency & Accuracy

Hanan products had issues in harnessing and visualizing the financial data in Sage 100. There were a lot of errors made in data entry, which lead to incorrect financial reporting.



### Complexity of Data

The system needed to provide accurate insights because the financial reporting capabilities were limited.



### Real-time Reporting Needs

The company needed help providing critical data such as batch records for quality control and invoice payments for commission payments and bill collection.



### Security and Access Control

They were looking to build stronger protection against data breaches, unauthorized access and improve compliance with data privacy regulations.



## Solutions:



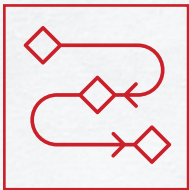
### Rapid Integration

Hanan Products wanted the integration between both systems to be done quickly, so according to their request, Greytrix conducted the full integration of Sage 100 and Salesforce within a few weeks.



### Custom Objects and fields

We also filled in Custom objects and fields, which were essential in mapping and synchronizing data during the integration process between both systems.



### Accurate Mapping

After we accurately mapped data from Sage 100 to Salesforce, the two systems had a consistent data flow.



### Updated Sync Schedules

After the integration, we also updated sync schedules between the two systems to ensure timely data synchronization.



## Results:

### Improved Data Visualization

Before, Hanan products faced issues harnessing financial data in Sage. Greytrix's Salesforce – Sage 100 Integration solutions resolved this issue by visualizing the company's financial data.

### Enhanced data integration

Greytrix has also integrated other data from Sage, such as batch records that help with quality control and invoice payments that help to understand commission payments and bill collection.

### Enhanced Financial Data Precision

Hanan products have improved the precision of their financial data analysis, which allows them to create quick reports daily, quarterly, and yearly.

### Advanced Financial Data Management

The GUMU™ Integration of Salesforce and Sage 100 boosted their financial capabilities supercharging their business with advanced insights. This allowed their company to scale to the next level and even led to an acquisition.



## Client Testimonial:

"Thanks to Greytrix, our financial reporting capabilities have increased tenfold. We now have seamless access to our financial data in Salesforce, eliminating previous visualization issues in Sage. We have also integrated other data from sage like, batch records to help with quality control and invoice payment details to help with commission payments and bill collection."

**Paul Hanan** | Chief Financial Officer



## We Guide Your Way Through Salesforce with Comprehensive Services:



### Consulting & Implementation

Greytrix handles the entire implementation process from start to finish. We set up the Salesforce system, configure it, and ensure seamless deployment.



### Development/Customization

Our Customization covers Apex Development, Visual Force pages to Lightning components. We develop custom fields, objects, workflows, user interfaces, and the latest Salesforce releases and updates.



### Integration

GUMU™ is the plug-and-play integrator that helps integrate Salesforce with various third-party applications and systems. Developed on Force.com, GUMU™ gives Salesforce users an advantage in managing customers.



### Migration

Migrating to Salesforce from a legacy system or other platform can be complex, but Greytrix makes it seamless and secure by offering data mapping, cleansing, organizing, and de-duplicating.



### 24/7 Support

Our 24/7 provides timely assistance, troubleshoot issues, and perform maintenance tasks for your Salesforce system.

\*\*Data as shared by Hanan Products on 30th May 2024

## About Greytrix

Greytrix is a leading provider of comprehensive business management solutions using cutting-edge technologies, including ERP and CRM systems. With over 24 years of experience serving clients in over 50+ countries, we diverse customer base of over 2000+ Customers across various industries.

Contact us today to optimize their operations and drive growth using the latest technologies.

Have queries in mind? Talk to our experts.  
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**For more details:**  
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