Salesforce-to-Acumatica Connector

**Keep sales, service, and the rest of your business up to date in real-time
Fast, frictionless, bi-directional, customizable data interchange between Salesforce and Acumatica**

One of the biggest problems that companies have is knowing the current state of customers - orders, purchase history and prices, contract changes, and more. It's complicated when opportunities and orders are stored in Salesforce CRM and inventory, invoices and shipping are stored in Acumatica ERP.

Do you have that in stock? When can you promise that? Is this customer on credit hold? If your sales team has these questions, but cannot get the answers at their fingertips, read on.

Real-time data in either Salesforce / Acumatica

The **Salesforce-to-Acumatica Connector** is built by NexTec and delivers the power and flexibility your organization needs to fully leverage the value and data stored across both systems. Data is updated instantaneously, so it ensures both your front and back office teams are working with the most current information.

Fast, frictionless, bi-directional, and customizable

By combining out-of-box functionality with outside-the-box engineering, the **Salesforce-to-Acumatica Connector** accommodates your organization's unique workflows and business processes to move data through the system. APIs are leveraged, allowing the data to be written directly between the two applications in real time.

Out-of-box integrations are slow and out-of-sync

Out-of-box integrations or third-party connectors are slow. The data is exported and imported in a multi-step process that requires a time-delayed sync. These solutions might be missing data, lack flexibility or just plain not accurate, leaving your front and back office teams to wonder whether Acumatica or Salesforce has the most up-to-date information.

Features & Benefits

☑ **Updates in real-time**
No waiting for scheduled syncs. It is true data transparency between Salesforce and Acumatica

☑ **Two-way integration**
Changes made in one system will appear in the other system

☑ **Extremely quick**
Updates appear almost immediately in both systems

☑ **Mobile friendly**
No matter where you are, you can enter and receive the latest information on mobile devices

☑ **Map any field**
Any field can be mapped between systems to ensure updates appear where it makes sense for your company

☑ **Forms and processes designed to your needs**
Forms and processes can be adjusted to fit your company's way of doing business

☑ **Multi-record update**
Update multiple records at once. One record can go into 15 records or multiple different record types

Salesforce-to-Acumatica Connector

✓ Supports non-linear field mapping
✓ Real-time API direct data transfers
✓ Capable of advanced calculations

Out-Of-The-Box Integration

⊗ Direct field-to-field mapping
⊗ Operates by exporting & importing
⊗ Minimal ability to customize

Out-of-box integrations vs NexTec Salesforce-to-Acumatica Connector		
	Out-of-Box/ 3rd Party Solutions	Salesforce-to-Acumatica Connector
Data updates/ availability	• Exports/imports data between the applications • Data may not be immediately available in the other application	✓ **Immediate access to real-time data** ✓ Uses real-time APIs (not import/export), allowing data to be written directly between Salesforce and Acumatica in real time ✓ Ensures everyone sees the most current information in both Salesforce and Acumatica
Visibility/ functionality	• Limited data visibility and functionality	✓ **More visibility and functionality** ✓ Create, update or delete data in either application in real time ✓ Fast, frictionless and customizable bidirectional data exchange
Complex calculations	• Nope	✓ **Perform mathematical calculations** on data and date fields ✓ Combine multiple fields into one ✓ Powerful customization capabilities handle calculations and non-linear data exchange
Field mapping	• One-to-one	✓ **Smart/conditional field population** ✓ Use parameters to determine if data population occurs ✓ Trigger an event to occur before or after an action ✓ Includes if/then logic ✓ Can be triggered by any event (save, change, delete)
Handles exceptions	• Nope	✓ **Maps non-linear fields** (e.g. CA to California) ✓ **Handles disparate naming conventions** ✓ Supports drop-down and multiple selection boxes
Workflows	• Nope	✓ **Powers unique workflows and business processes**
3rd party integrators	• Expands on basics, but still does not provide sophisticated capabilities beyond simple field mapping	✓ Goes above and beyond field mapping

Salesforce-to-Acumatica Connector – exclusively from NexTec

NexTec Group has been helping clients select, implement, and run their business technology for over 25 years. If you need to improve your marketing, sales and service and connect these teams with data across all your departments (finance, accounting, purchasing, operations, inventory) into one central system, NexTec can help.

We built the **Salesforce-to-Acumatica Connector** at the request of our clients and offer it as part of our implementation package.

You will see the benefits in a better understanding of your prospects and customers, streamlined operations, increased profits and money saved.

NexTec is a certified Salesforce and Acumatica partner with over 600+ clients and a 95% customer retention rate. Industries we serve include manufacturing, distribution, field service, professional service, food and beverage, pharmaceutical, and more.

Embrace technology, transform your business at nextecgroup.com

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