Acumatica
The Cloud ERP

AcuSync Marketo Connector

CONNECT ACUMATICA TO YOUR MARKETO ECOMMERCE SOLUTION

AcuSync's Marketo connects in real-time, automatically importing marketing transactions into Acumatica. Ensure your leads and leads activities are accurate, stay on top of your marketing campaigns and calendars while maximizing their effectiveness.

DATA MIGRATION

- **Leverage Customer Data –** Connect Marketo solution to sync all customer data including customer records, campaign involvement, sales, addresses across Acumatica and back to Marketo.

- **Opportunities –** Sync opportunity information to Marketo and take advantage of additional Marketo workflows and automations and opportunity analyzers to help close new business.

- **Data Entry –** Record data in one system scientifically reducing overhead, manual data entry time, errors, data conflicts.

- **Real-Time Data Flow –** Automatically synchronize data real-time as transactions are imported. Ease in customer and marketing management a single source of truth for accurate, real time sales data in which to make decisions.

- **Centralized Marketing Data –** Extensive data can be exchanged between Marketo and Acumatica with Bi-Directional data exchange like:

  - Contacts
  - Prospects
  - Leads
  - Activities
  - Calendars
  - Campaigns
  - Landing Pages

  .

ADVANCED AUTOMATION

- **Automation Schedules –** Choose you frequency and automate what data is transferred and when or at what interval.

- **Prevailing Rules –** Choose which system will be the dominate platform for each scenario or which data entry factor prevails as in last in, lowest count etc.

- **Customizable Mapping –** Additional data from Acumatica, such as order and item data or other custom records, can be synced to Marketo Custom Objects so they can also be used in Marketo workflows.

- **Advanced Fulfillment –** Power up your Magento with Acumatica pick-pack-ship process, inventory controls, messaging and tracking to the customer.

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Website http://acusync.io

KEY BENEFITS

INTEGRATION DASHBOARD
- At-a-glance visibility of all your integrations in one place

ADVANCED MAPPING
- Use translations to automatically convert values between systems, including key values
- Control how and when each data field is updated
- Lookup data from related records when needed

ERROR MANAGEMENT
- Easily identify integration errors and take appropriate action
- Quarantine errors allow unaffected records to integrate successfully
- Automatically retry and resolve errors

LIMITLESS CONNECTIONS
- Using pre-built data providers, easily connect and map Acumatica to other commercial systems
- Universal data providers allow for integrations with databases, files, and API standards like ODATA
- Build new data providers and easily integrate systems into Acumatica

DETAILED LOGGING
- Record and field-level auditing of any change that occurs on integrated records

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ACUSYNC MARKETO CONNECTOR FEATURES AND CAPABILITIES

Health Dashboard
Ensure that your integrations are running optimally with real-time data and reporting through Acumatica dashboards. Easily identify and correct issues.

Advanced Mapping
Import/Export Scenarios are enhanced to provide additional features such as controlling how and when fields update (e.g. adding/updating records), tracking key fields and managing relationships between records.

Translations
Translate data between systems using translation tables. Lookup and merge related data onto records during import/export and use metadata to convert key values between systems automatically.

Error Quarantine
Records with errors are automatically quarantined to allow other records to continue to integrate without issue. Provides visibility into current issues without having to sift through integration logs.

Scheduling
Automation schedules are used to run integrations at desired times, including real-time integrations that run as often as every minute.

Automatic Retry
Errors can be automatically scheduled for retry and issues automatically resolve themselves once data integrates successfully between systems.

Record and Field-Level Auditing
Integrated records are automatically audited and logged at both the record and the field level so that at any time you can see exactly what actions were performed by your integrations.

Custom Data Providers
Custom data providers can be easily created to connect Acumatica to systems, including new commercial apps and homegrown systems.

Commercial Data Providers

Marketo HubSpot Bullhorn

SUGARCRM salesforce ZOHO

PLAID act-on BIGCOMMERCE

eloqua SAP WOOCOMMERCE

intuit quickbooks shopify Microsoft SQL Server

Magento

THE ACUMATICA ERP DIFFERENCE

Acumatica delivers a full suite of integrated business management applications unlike any other ERP solution on the market today.

STREAMLINE OPERATIONS

Manage your business more efficiently:

- Automate processes
- Control workflows
- Access the system from anywhere on any device—including mobile
- Promote collaboration with all-inclusive user licensing

ADAPTABLE SOLUTION

Add and extend:

- Deploy in-house or in a private or public cloud
- Easily configure your solution to fit your needs
- Add capabilities such as CRM or data visualization at any time
- Extend to other solutions and applications beyond ERP

YOUR BUSINESS ACCELERATED

Get a single version of the truth:

- Accelerate business performance and make smarter decisions with automated processes, real-time data collection, financial analyses, and forecasting
- No per user pricing – system scales as your business grows