CONNECT ACUMATICA TO YOUR MARKETO ECOMMERCE SOLUTION. SIMPLIFY MARKETING COMMUNICATIONS SALES DATA AND CUSTOMER INFORMATION. IMPROVE MARKETING MANAGEMENT BY AUTOMATICALLY SYNCING RELIVANT INFORMATION WITH REALTIME TWO-WAY SYNC. ELIMINATE MANUAL AND DOUBLE ENTRY, COSTLY FILE IMPORT AND EXPORT WHILE IMPROVING BUSINESS PROCESSES AND CAMPAINS. STAY IN SYNC WITH ACUSYNC AND THE MARKETO CONNECTOR.

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.

- **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
- **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.

**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 Vertify 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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**THE ACUMATICA DIFFERENCE**

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

**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