

Official Announcement: Shopify Made Easy is Now Sync Made Easy to Align Better With Its Purpose

Same trusted Product with Brand New Name



Sync *made easy*

Your shopify sync with Salesforce made easy

Milwaukee, Wisconsin Apr 19, 2024 ([IssueWire.com](https://www.issuewire.com)) - HIC Global Solutions announces the rebranding of its flagship Salesforce application "**Shopify Made Easy**" to "[Sync Made Easy](https://syncmadeeasy.com/)."

This transformation marks a significant value for HIC as the digital market surges, presenting a unique opportunity for Sync Made Easy to establish itself as the cornerstone of digital integration for online retailers.

With the e-commerce landscape evolving at an unprecedented pace, HIC recognizes the need for businesses to adapt swiftly to stay ahead. **Sync Made Easy** represents more than just a name change; it embodies HIC's commitment to empowering merchants with seamless, intuitive integration solutions that drive growth and innovation.

Over the past year, **Sync Made Easy** has witnessed exponential growth, cementing its position as a leader in e-commerce solutions. With a 124%+ year-over-year growth and a customer base spanning 90+ countries, **Sync Made Easy** is poised to revolutionize the way merchants synchronize their Shopify stores with other platforms.

The rebranding to **Sync Made Easy** represents HIC's vision for the future of e-commerce integration – intuitive, seamless, and tailored to the needs of modern businesses.

Sharing the news, Piyush Singhal, CEO of **HIC Global Solutions** said. " "As our business has evolved, it became clear that our brand needed to evolve as well. The rebranding to **Sync Made Easy** marks a pivotal moment for us, allowing us to not only better align with our purpose but also expand our offerings. With this change, we're excited to explore new integrations and opportunities, further empowering e-commerce businesses to thrive in the digital arena."

For more information about Sync Made Easy and how it can revolutionize your e-commerce business, visit: <https://syncmadeeasy.com/>

About HIC:

HIC Global Solutions is a leading [Salesforce Services Provider](#), committed to empowering businesses with cutting-edge tools and technologies. With a focus on innovation and customer satisfaction, HIC is dedicated to helping merchants succeed in today's dynamic digital marketplace.



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