

# MEDDICC Supercharges mOS with SSO and CRM Integrations

*MEDDICC, announces two major product enhancements in the purpose-built MEDDICC platform, MEDDICC Operating System (mOS)*

UNITED KINGDOM, May 14, 2025 /EINPresswire.com/ -- [MEDDICC](#), a leading innovator in GTM strategy, is thrilled to announce two major product enhancements in the purpose-built MEDDICC platform, MEDDICC Operating System (mOS).



Designed to supercharge productivity and security, Two-Way CRM Sync integrations and Single Sign-On (SSO) are now available. These updates mark a pivotal step toward a more connected, efficient, and secure sales workflow.

“

Now there is no more duplicate data entry, no more bouncing between tools. Just clean, synced, real-time data where you need it.”

*Andy Whyte*

**Two-Way CRM Integration: Your Deals, Synced Everywhere**

With the launch of two-way CRM integrations, mOS becomes the ultimate source of truth for sales teams and leadership alike. Reps can now update deals in mOS or their CRM of choice (Salesforce, HubSpot, and others)—and see changes reflected across platforms instantly.

“Many of our customers have expressed their wish for two-


way sync, and we’re so excited to deliver it to them,” enthused [Andy Whyte](#), MEDDICC founder and CEO. “Now there is no more duplicate data entry, no more bouncing between tools. Just clean, synced, real-time data where you need it.”

The impact on performance is immediate and measurable. With fewer distractions, salespeople spend less time updating CRMs and more time selling. Increased visibility across the board for leaders, RevOps and the C-suite offers broader insights into deal health and velocity.

Easier than ever before, teams can unlock performance intelligence. With MEDDICC insights built into every opportunity, leaders can spot underperformance, uncover patterns, and plan with confidence.

On top of that, two-way CRM sync corrects for CRM blind spots. mOS prompts ensure critical milestones—like Champion identification—are logged on time, driving more accurate analysis and better forecasting. As a result, sales cycles get shorter, pipeline reviews get sharper, and data hygiene gets a long-overdue upgrade.

Single Sign-On (SSO): One Login. Total Access. Also launching today: SSO support, delivering secure, streamlined access for every GTM team member. Whether you're a rep, a manager, or an executive, logging into mOS is now as simple as clicking once.



**MEDDICC Operating System.  
Now Fully Connected.**

MEDDICC Operating System is now Fully Connected with all CRMs

“SSO eliminates the login friction that kills adoption. It’s secure, fast, and seamless,” said Scott Roberts, MEDDICC CTO. “It simultaneously makes things easier for our customers and safer for them; it’s a real win-win.”

With SSO, access is simplified, removing the need for password juggling. Centralized access control and enforcement of consistent security policies means mOS is more secure for all customers.

With these updates, MEDDICC demonstrates its dedication to providing the best possible products to its customers.

Available Now

Get in touch with the MEDDICC team now to learn more about how you can get access to two-way sync integrations and SSO.

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