

SALESFORCE CPQ GIVES MANUFACTURER BETTER VISIBILITY TO SELLING CHANNELS

The client is a leading global manufacturer of flow-control solutions for industrial applications.

INDUSTRY: MANUFACTURING
SERVICES: INDUSTRIAL FORCED AIR PRODUCTS

BUSINESS CHALLENGE SUMMARY

Due to 95% distribution channel model, the client was missing visibility into end-user footprint & pricing.

The client was missing key opportunities to guide distributors and to cross sell/upsell.

The company suffered from inconsistent and inaccurate messaging of product differentiation in the marketplace through distribution channels.

They also weren't utilizing Sales Cloud.

The project scope would include Salesforce Lightning migration, Sales Cloud and CPQ implementation, creation of a partner community using Salesforce Communities, and an integration with SAP using Enosix.

ATG SOLUTIONS & TOOLS

Implemented Salesforce CPQ

Enosix subject-matter expert to partner with and deliver out-of-the-box and extended SAP integration services for client requirements

Deployed data migration services to assist in expediting Pilot Rollout Phase

Implemented a Partner Community to enable partner quoting

RESULTS & IMPACTS

The project resulted in a more intimate connection with channel partners for the client

Client realized 100% visibility into end-user contact information, package and system quote configurations, and pricing via distribution/direct channels

Established consistent brand image and message across all quotes/proposals

Cemented the future of demand management strategy with comprehensive, accurate, and credible leads

Gained an accurate and comprehensive visibility into their sales funnel

Gleaned understanding of end-user pricing for all products and services

Kept pace with changing pricing strategies and understanding of market margin disciplines

Client was now in a better position for the potential of partner separation

Parts cataloging accommodated addition of part images, detailed descriptions, and where-used links (Material determinations)

Gained understanding of distributor add-on products for portfolio expansion opportunities

Promoted product up-sell and cross-sell through recommended options and accessories

Utilized a tool created to assist with internal and external sales force management

Integrated with Product Application Configurators

Eliminated the use of physical price books

Established a true 360-degree view of their customers