

Unified Sales System Enables Growth Objectives

Industrial textile provider improves data transparency and sales pipeline tracking

Company

High-performance fiber and polymer fabric provider

Business Pains

Inability to support unified sales process for all sales users was hampering the company's growth objectives

Solution

- Implemented Sales Cloud and Partner Communities; integrated to EBS to provide all account-related sales order data (down to the line-item level) and other business sync-ups
- Implemented custom forecasting processes to support business planning & quota tracking (by month, quarter, year)
- Applied lead assignment rules to enable the company's internal lead qualification process
- Provided standardized quote templates to improve quote management processes
- Designed a custom sample request process to facilitate the sending of samples directly to the customers.

Benefits

- Real-time pipeline data is accessible for more accurate forecasting and tracking of sales order splits
- CRM process and account-related sales order information is available to all sales teams, including mfg. reps who had no insight into orders, inventories, delinquencies & processes
- Retired costly business applications

Companies that enforce the use of defined sales processes close 10% more deals

Goal is to increase topline revenues by **1/3** in **5** years



Keste understood our business needs very well and helped us very efficiently in designing the dashboards, integrating Salesforce with Oracle EBS and data migration. They were very dedicated in helping us throughout the implementation process. --Head of Corp IT

