



Manufacturing



United States

Global Manufacturer Achieves 60% Performance Boost with **Salesforce Commerce Cloud** Modernization

A Fortune 300 global professional tools manufacturer, the company is recognized for its trusted brands in electrical, utility, plumbing, and construction equipment. With a worldwide presence, it serves tradespeople across multiple industries through connected tools, smart technology, and software solutions.

Highlights

- Legacy commerce systems limited scalability, speed, and unified customer engagement.
- iOPEX modernized the platform with Salesforce Commerce Cloud, enabling a single source of truth for professional customer data and faster site responsiveness.
- This resulted in a 60% site performance boost, real-time 360° professional customer views, and seamless experiences across multiple tool brands.

Business Challenges

The client's commerce operations faced significant hurdles that hindered growth and efficiency:

Outdated Legacy Platform

Scalability, upgrades, and maintenance were difficult and resource-heavy.

Disconnected Systems

Lack of synchronization between CRM, commerce, and marketing platforms caused missed opportunities.

Fragmented Customer Data

Isolated records prevented sales and service teams from accessing unified contractor and distributor insights.

Slow Performance

Lagging site speed and dependency on lengthy change management cycles negatively impacted conversion rates.

iOPEX Solution

iOPEX partnered with the client to drive an end-to-end Salesforce Commerce Cloud modernization, which included:



Seamless Migration to Commerce Cloud

A streamlined Salesforce component with SSO (Single Sign-On) authentication reduced onboarding timelines drastically.



Unified Data Platform

Consolidated customer records across business units to provide real-time 360° contractor and distributor views.



Enhanced Support Ecosystem

Modernized Knowledge Management and Chat capabilities within Salesforce to strengthen responsiveness.



Integrated Sales, Service & Marketing

Delivered a single source of truth, eliminating silos and enabling connected customer experiences across all tool brands.

The Impact

The transformation delivered measurable improvements across operations:

60% Performance Boost

Faster site speed and more responsive e-commerce platform.

Future-Ready Platform

Scalable foundation enabling continued innovation with Salesforce technologies.

Data-Driven Customer Engagement

Consolidated customer information across divisions, eliminating silos.

Unified 360° Customer Insights

Single, real-time contractor and distributor views for sales, marketing, and service teams.



About iOPEX

iOPEX Technologies is a new-generation agentic AI and automation-led enterprise transformation solution provider headquartered in San Jose, California. At the intersection of enterprise operations, agentic AI, and intelligent automation, we deliver rapid results that enable businesses to enhance efficiency and accelerate revenue growth without endless timelines. Over 70 global brands trust iOPEX as a strategic partner to break down complex transformations into manageable steps, deliver practical AI-led solutions, and achieve results that scale. Contact us at marketing@iopex.com.

