

End-to-end automated RFP (request for proposal) platform built on Salesforce Sales Cloud

Client

A global agribusiness and food company

Company Size

32,000+ employees

Location

Headquartered in White Plains, New York, United States

Featured Partners



This client is a publicly traded food and oil business powerhouse that plays a pivotal role in connecting farmers to consumers through its integrated operations in food, feed, and fuel. The SAP-based quoting and contracting process was slow and fragmented, with multiple system dependencies causing delays and users struggling to configure different quote and contract types.

Marlabs designed and implemented a unified Salesforce platform that streamlined quoting and contracting into a single interface, integrating with SAP and SharePoint to automate workflows, ensure pricing accuracy, and enable quote-to-contract conversion. The solution drove full user adoption and now captures 100% of bid volume throughout the entire negotiation cycle.



CRM
Implementation
& Integration



Intelligent
Automation



Application &
Platform
Development



Advanced
Analytics

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“I valued Marlabs as a true solution partner—they consistently looked beyond the immediate requirements and collaborated with us to design a complete, forward-looking solution...What set Marlabs apart was their creativity and willingness to problem-solve alongside our team, rather than simply delivering exactly what was requested.”

-- Client Product Manager

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The Challenge: Fragmented process created delays, inconsistencies, and low confidence



Objective: To streamline & automate the quoting and contracting process by building a unified Salesforce-based application integrated with SAP & SharePoint.



Existing Issues: The process was slow and fragmented with no single view of customer quotes. Pricing offered could not be effectively tracked against guidance from the pricing engine.



Solution Needed: A custom Salesforce Manufacturing Cloud app with SAP pricing integration, automated workflows, and quote-to-contract conversion in a single interface.



Outcome: A unified platform for quote creation, contract generation, and pricing analytics, ensuring faster turnaround and adherence to guidance. This standardization drives higher sales productivity and revenue growth.



The SAP-based quoting and contracting process was slow and fragmented with multiple dependencies causing delays and inefficiencies. The absence of a single view and effective price tracking led to inconsistencies and low confidence in the process.

The Solution: Streamlined quote-to-contract process and platform built on Salesforce Sales Cloud

Marlabs designed and implemented a unified Salesforce platform that streamlined quoting and contracting into a single interface, reducing delays. Automated workflows and SAP pricing integration ensured accuracy, consistency, and compliance while sales teams gained full visibility with quote tracking, pricing analytics, and faster quote-to-contract conversion.

Phase 1: Quote Creation & Configuration

We built a unified interface on Salesforce Sales Cloud for the client to create, configure, and convert quotes, supporting multiple quote types tailored to their business needs.

Workstreams:

- Unified quote creation interface
- Multi-type quote configuration
- Quote-to-contract conversion

Phase 2: Pricing & Freight Integration

The team integrated SAP and connected SharePoint and SAP rail freight systems to enable real-time pricing, complex price calculations, and streamlined logistics cost estimation.

Workstreams:

- SAP & CME pricing integration
- Complex price calculation enablement
- Freight cost connectivity

Phase 3: Contracting & Submission

Marlabs enabled creation of multiple contract types and automated submission to SAP with PDF output generation and consistent documentation templates.

Workstreams:

- Multi-type contract creation
- Automated SAP submission
- Dynamic output template configuration

Phase 4: Analytics & Workflow Automation

Our team implemented PLM workflows, gross profit and market swing alerts, and analytics dashboards to manage product lifecycle, pricing integrity, and negotiation trends.

Workstreams:

- PLM workflow implementation
- Pricing integrity alerting
- Negotiation trend dashboards

Services and Technologies Used:

Services:

- CRM Implementation & Integration
- Intelligent Automation
- Application & Platform Development
- Advanced Analytics
- UI/UX

Technologies:

- Salesforce Sales Cloud
- Tableau
- Valorx Fusion
- SAP
- SharePoint
- Oracle
- Tibco
- Enosix
- Price Engine
- Copado – DevOps

The Results: Impact on the client organization

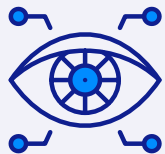
A unified solution streamlined the RFP process and enabled pricing analytics to improve adherence to pricing guidance. Standardized processes accelerated turnaround times, increased sales productivity, supported revenue growth, and achieved **100% bid volume** capture across the complete negotiation lifecycle, along **with 100% user adoption**.



Faster RFP Processing: A unified Salesforce-based platform cut the contracting cycle from 60 days to 15 days and reduced payer contractual time by 50%, eliminating delays from fragmented Excel-based processes and disconnected systems.



Improved Pricing Accuracy & Governance: Integrated pricing analytics and pricing engine connectivity improved adherence to pricing guidance, standardized calculations, and reduced inconsistencies in RFP creation.



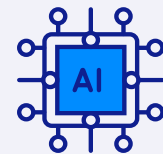
Full User Adoption & Bid Visibility: The solution achieved 100% user adoption and captures 100% of bid volume across the complete negotiation lifecycle, providing management with real-time visibility into pipeline and bidding activities.



Improved Collaboration & Milestone Tracking: Cross-functional teams could collaborate on a single RFP through structured task management, milestone tracking, approval workflows, and version-controlled negotiations.



Revenue Growth & Higher Win Rates: Faster customer response times, optimized pricing strategies, offer-based upselling capabilities, and full visibility into negotiations contributed to increased bid volume, improved win rates, and sustained revenue growth.



AI-Ready Data Foundation: Standardized and high-quality data captured throughout the RFP lifecycle established a strong foundation for future AI-driven use cases, analytics, and intelligent automation initiatives.

Customer Story

Marlabs Implements Salesforce Sales Cloud for Agribusiness

Satisfaction Scores

Partner Engagement 5/5

Overall Value 5/5

Team Performance 5/5

Solutions Communication 5/5

Risk Management 5/5

Producing Outcomes 5/5

Perfect 5/5 across all metrics

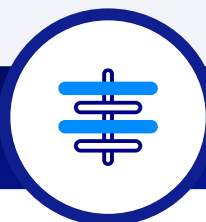
Transforming Bid & Negotiation Operations

Driving 100% bid volume capture through intelligent Salesforce innovation



Marlabs consistently looked beyond the immediate requirements and collaborated with us to design a complete, forward-looking solution...What set Marlabs apart was their creativity and willingness to problem-solve alongside our team, rather than simply delivering exactly what was requested...They excel when trusted to co-create the solution.

- Product Manager



100% Bid Volume Captured

Full capture across the entire negotiation cycle



Complete User Adoption

Novel solution drove immediate, full user buy-in



True Solution Partnership

Co-creation model vs. order-taker delivery approach