

Automating supply chain operations for enhanced visibility and profitability with Salesforce Revenue Cloud

Client

A multinational life sciences and technology company that develops medicines and vaccines for people and animals

Company Size

60,000+ employees

Location

Global

Featured Partners



A leading German healthcare, life sciences, and pharmaceutical company faced inefficiencies in managing complex product configurations within a highly regulated industry. Each sale was unique, requiring long-term delivery processes, and the lack of visibility and control over customized pricing caused profit losses and operational shortfalls.

Marlabs reviewed sales processes, introduced Salesforce Revenue Cloud, and implemented over 300 configuration rules and 200 pricing rules to standardize processes and enable self-service configuration. These changes shortened sales cycles, reduced the need for sales specialists, increased profits, and improved overall supply chain automation.



Salesforce CRM
Platform
Implementation



Cloud
Configuration



Supply Chain
Process
Optimization



Intelligent
Automation



The Challenge: Lack of visibility and inconsistent pricing controls reduced profitability



Objective: Automate supply chain processes using Salesforce CRM to increase transparency, reduce cycle time, and improve profitability.



Existing Issues: The lack of standardized tools and visibility for pricing and configurations caused inefficiencies and profit losses.



Solution Needed: A centralized CRM platform with configuration and pricing automation to streamline processes.



Outcome: Shortened sales cycles, reduced reliance on specialists, and increased profitability for customized products.



The client's sales process for custom products was slow, inconsistent, and lacked transparency, which resulted in lost profits and increased costs. Manual processes and siloed product tracking tools further complicated the management of unique configurations.

The Solution: Automation framework for transparent, efficient, and profitable supply chain operations

Marlabs implemented an automation framework in Salesforce Revenue Cloud to standardize product configuration, improve pricing control, and enable self-service options for customers. This solution reduced cycle times, improved traceability, and supported both pre- and post-sales processes.

Phase 1: Sales Process Review & Analysis

We analyzed sales processes across 9 genome-based production lines to identify bottlenecks and inefficiencies.

Workstreams:

- Sales process mapping
- Bottleneck identification
- User interaction analysis

Phase 2: Self-Service Configuration Enablement

The team designed questionnaires for customers to enable automated self-service product configuration.

Workstreams:

- Questionnaire design
- Automated client distribution
- Self-service enablement

Phase 3: Revenue Cloud Implementation

We configured Salesforce Revenue Cloud to standardize product limits, attributes, and pricing structures for each product line.

Workstreams:

- Product attribute standardization
- Pricing rule configuration
- CRM integration

Phase 4: Complex Pricing and Rule Design

Our team developed over 300 configuration rules and 200 pricing rules to manage product variations and volume-based pricing.

Workstreams:

- Configuration rule design
- Pricing rule development
- Volume-based discount integration

Services and Technologies Used:

Services:

- Salesforce CRM Implementation
- Cloud Configuration
- Supply Chain Process Optimization
- Intelligent Automation

Technologies:

- Salesforce Sales Cloud
- SAP HANA

The Results: Impact on the client organization

The supply chain automation initiative delivered measurable improvements in sales efficiency, profitability, and customer autonomy. Standardized rules and pricing structures reduced operational complexity while enabling faster and more accurate order fulfillment.



Shortened Sales Cycles: We reduced sales cycles for custom products by 24%.



Improved Profitability: Profits for customized one-off products increased by 14%.



Reduced Specialist Dependency: The need for sales specialists on custom orders decreased by 32%.



Lower Cost of Sale: The cost of sale for custom solutions decreased by 22%.



Increased Customer Self-Service: More products could be pre- or self-configured by customers without specialist involvement.



Enhanced Traceability: The system allowed configurations to be traced throughout the product lifecycle.