



# Manufacturer

**Industry** - Manufacturing

**Products Used** - Manufacturing Cloud 




## Industry

Manufacturing

A large producer of nutritional gummies, featuring more than 600 private labels and an eponymous brand of vitamins and nutrient-rich snacks.

## Products Used

 Manufacturing Cloud

## Challenge



Our client aimed to establish a consolidated sales process within Salesforce Manufacturing Cloud.

- While the company's manufacturing resource planning (MRP) had a CRM module, it was unable to scale and meet the sales team's needs
- Disjoints between the company's sales and marketing processes limited its ability to segment its customers
- Without proper CRM support, sales performance reporting and forecasting required a lot of manual work
- Time spent on administrative work reduced employees' capacity for high-value work

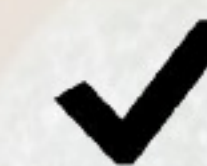
## Value Delivered



Gerent roadmapped a comprehensive Manufacturing Cloud solution for the manufacturer. Our team:

- Established a consolidated sales process
- Standardized products and price lists
- Established contact and account management capabilities
- Used Salesforce's foundational reporting tools to better support sales forecasting and product performance
- Instituted automated approvals to support the team's margin protection processes

## Results



Post-project, Gerent has empowered the client to:

- Build self-service functionalities
- Improve efficiency in day-to-day operations
- Establish advanced forecasting capabilities