

# Manufacturing Business

**Industry** - Manufacturing (Plastics)

**Products Used** - Salesforce Lightning  
Marketing Cloud Account  
Engagement (Pardot)







## Industry

### Manufacturing

The client is North America's leading custom extruder. While known for its work in extruded plastics design, it also offers a full range of engineering, manufacturing, and fabrication services.

## Products Used

-  Salesforce Lightning
-  Marketing Cloud Account Engagement (Pardot)

## Challenge



The client was using an outdated Salesforce instance. They sought to transition to a scalable Salesforce technology, which would grant them the scalability necessary to match their growth, streamline the user experience, enhance marketing capabilities, and improve employees' internal visibility.

- The company's outdated Salesforce iteration created redundancies that clouded internal visibility.
- Users felt their solution was too cumbersome to use with too many redundant data points.
- The client couldn't effectively leverage Pardot as a marketing automation tool.
- The company was utilizing an antiquated, fully-custom quoting tool that wasn't scalable.
- Internal visibility suffered, as the manufacturer lacked a dedicated Salesforce Admin and proper documentation.
- The team lacked a way to manage workflows for new products (e.g., formulation, vendor, packaging type, etc.).
- The company was too busy grappling with its systems to focus on streamlining or improving its business processes.

## Value Delivered



Gerent unlocked a modern, comprehensive experience for the manufacturer. Our consultants:

- Conducted a Lightning migration for Salesforce and Marketing Cloud Account Engagement to streamline the navigation of leads, enhance marketing capabilities, and manage workflows to scale
- Leveraged Lightning components to improve internal visibility and user engagement
- Trained the manufacturer's marketing team on the new version of Account Engagement (then Pardot)
- Empowered the manufacturer to leverage modern Salesforce features through future stages of development

## Results



Gerent enabled the client to:

- Streamline the client's user experience
- Unlock insights from data for marketing