



**Industry** - Manufacturing (Containers & Packaging)

**Products Used** - Sales Cloud  
Salesforce Inbox  
Milestone PM








## Industry

Manufacturing (Containers & Packaging)

Novolex is a leading manufacturer of sustainability-minded packaging and food service products. The organization is widely known for its product diversity and quality, serving businesses across industrial, institutional, and consumer goods markets.

## Products Used

-  Sales Cloud
-  Salesforce Inbox
-  Milestone PM

## Challenge



Novolex wanted to centralize its data in Salesforce + create a single source of truth for its organization and subsidiaries. Prior to transformation:

- Sales-to-order reports were manually created and had a wide margin of error
- Interdepartmental communication gaps were common and led to avoidable errors + turnaround delays during the sales process
- Manual administrative tasks undermined efficiency and productivity
- Leadership lacked real-time visibility into plant production pipelines
- Data stored in acquisitions' ERPs needed extensive (and time-intensive) cleaning to deliver valuable insights

## Value Delivered



Gerent implemented Sales Cloud, established a streamlined lead-to-opportunity pipeline, and facilitated data migration from acquisitions' ERPs to Salesforce. Our team also:

- Delivered a complete lead-to-opportunity process that increased pipeline visibility for each plant + provided high-level view of ops
- Created reports & dashboards to ensure accurate sales-to-order reporting
- Facilitated widespread ERP data cleaning, integration, and data loading into SF
- Implemented Milestone PM to allow teams to measure the ROI of each product
- Implemented productivity tools (SSO, Inbox, and Mobile) to reduce manual work + user error

## Results



Post-project, Gerent has empowered Novolex to:

- Achieve a real-time, accurate & comprehensive view of its customers within Salesforce
- Clean and migrate data from multiple ERPs into Salesforce
- Observe production pipelines at a high level
- Eliminate interdepartmental data silos + improve productivity