Solugen

Industry - Manufacturing (Specialty Chemicals)

Products Used - Manufacturing Cloud
CPQ

Industry
Manufacturing (Specialty Chemicals)

Solugen is a specialty chemical manufacturer that creates safe, cost-effective, and environmentally-friendly chemical formulations. The company designs its own formulations through bioforge operations; it also distributes common chemistries in full and dilute concentrations.

Products Used

⚙️ Manufacturing Cloud

⚙️ CPQ

Phase 0

Challenge

Solugen wanted to align on a future-state business process that would drive more efficient sales operations and ensure accurate forecasting.

- Solugen lacked a cohesive, well-supported sales process for commodity & spot-buy selling.

- Its existing SF instance did not leverage product, pricing, or workflow automation functionalities.

- Sales reps needed to input opportunity values manually and had no guardrails to ensure that prices fell within acceptable margins or underwent proper approvals.

- Manual quoting often resulted in inconsistent value costs & freight info; this led to an over-dependence on corrective input from the supply chain team.

- The team lacked a way to manage workflows for new products (e.g., formulation, vendor, packaging type, etc.).

- Manual sales processes increased the risk of human error, revenue leakage, and inefficiency.

- Because Sales set up new customers in Netsuite post-deal closure, supply chain management often struggled to complete financial & legal activities in a timely manner.

Value Delivered

Gerent uncovered and detailed a business process for Solugen's lead-to-cash, customer lifecycle, product lifecycle, and order lifecycle. Our consultants:

- Proposed methods to facilitate more efficient and accurate quoting with Salesforce

- Defined integration points for cost tables

- Managed a value-based pricing model decision table

- Developed workflows to support new product introduction + streamline customer set-up activities

Results ✔️

By the end of Phase 0, Solugen could:

- Productively reimagine its commercial selling process

- Blueprint its future Salesforce architecture

- Identify areas requiring further alignment