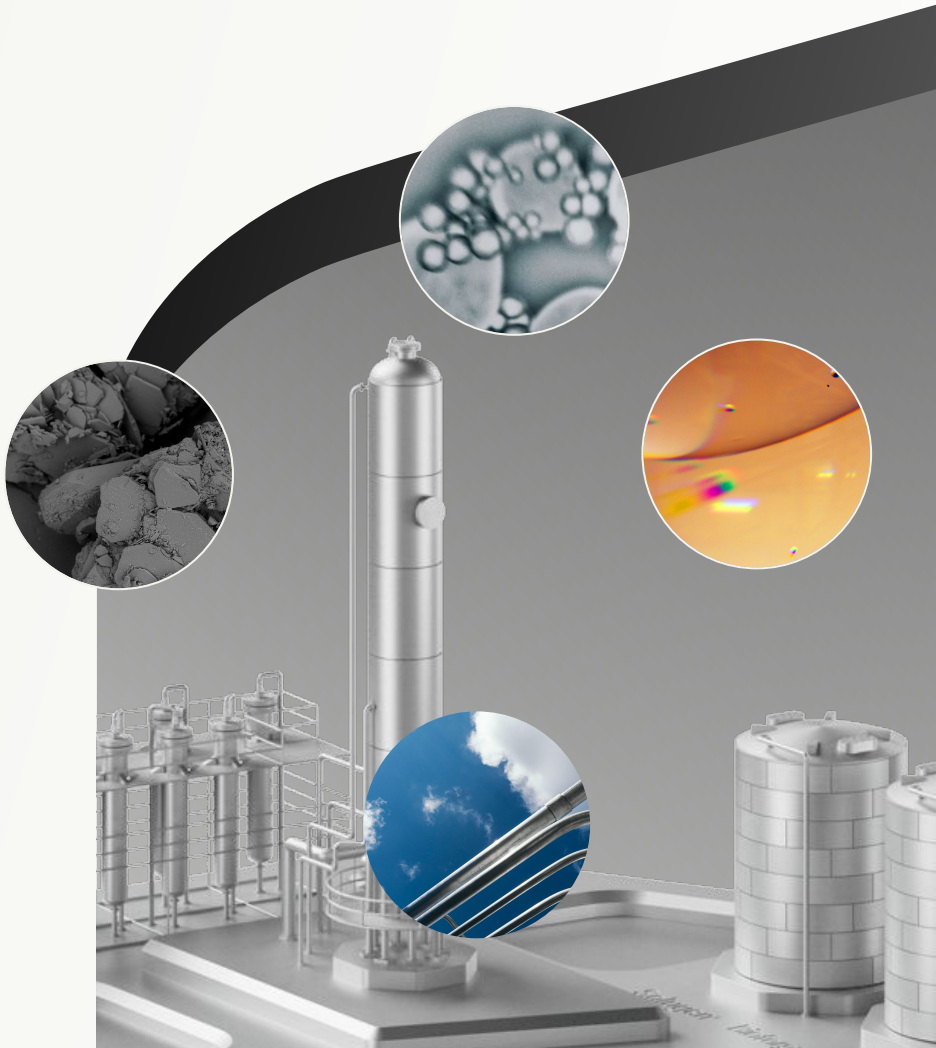
INDUSTRY | MANUFACTURING (SPECIALTY CHEMICALS)

Solugen (Phase 0)



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.

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.

Solution

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

- 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

Solugen

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PRODUCTS USED (Phase 0)

Manufacturing Cloud

CPQ

Outcome

By the end of Phase 0, Solugen could:

- Productively reimagine its commercial selling process
- Blueprint its future Salesforce architecture
- Identify areas requiring further alignment