

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.

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

Solution

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

- 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



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**PRODUCTS
USED**



Outcome

By the end of the project, Novolex could:

- 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

