Setlerz

salesforce PARTNER

CASE STUDY · CONSUMER GOODS

Retail execution across 5 million stores

A phased, module-by-module rollout after two previous strategic partners had failed.

5M+ stores | **Phased rollout** | **Salesforce + SaaS sync**

01 The Challenge

The client needed to launch a digital retail execution solution across more than 5 million stores on a tight timeline, after two previous attempts with other strategic partners had failed — leaving limited budget for a third try.

02 The Approach

We designed the backend architecture on Salesforce around the business functions that mattered, then built a front-end SaaS application with bi-directional sync to Salesforce to handle large data volumes across diverse markets and user profiles — enabling a phased, module-by-module go-live instead of one high-risk launch.

03 The Outcome

A phased, module-by-module rollout across markets — avoiding a single high-risk launch after two previous partners had failed.

See how we can do this for you

Talk to a certified Salesforce consulting partner.

Book a call