Fineline Global - A Success Story

Printed Circuit Boards

LOCATION	Kibutz Hazorea, *israel*
EMPLOYEES	*500*
INDUSTRY	Printed Circuit Boards
COMPETITOR	*Epec, PCB CART*
SOLUTION(S)	*Sales Cloud, Service Cloud, Chatter, Community. force.com*
GO LIVE DATE:	*24/01/2018*

FINELINE
EXCELLENCE IN PCB

COMPANY OVERVIEW

Fineline global Group was established after a synergy merge between Fineline GmBH (est. 1991) and Aviv PCB & Technologies (est. 2002) in 2007. With dedication to technology and striving for customer success, Fineline has evolved to its current position - a leading worldwide provider of Printed Circuit Boards (PCBs) with local presence in 40 key locations and 250+ employees. Our supply chain operations in China with more than 50 employees and QC experts is in close proximity to our manufacturing partners and delivery hubs, allowing us to service thousands of long-standing clients from a vast variety of market sectors in over 50 countries.

CHALLENGE	SOLUTION	RESULTS
▪An existing and poorly integrated Dynamics CRM system that fails to meet business expectations ▪ Many sparse business processes in a rapidly growing company ▪ a distributed company spanning 19 subsidiaries in different locations around the world with different processes ▪Change management and training for about 350 business users	▪Implementing the salesforce system with the following modules: service cloud, community, force.com, sales cloud, service ▪Implementing and developing complex business processes (23 processes) by developing a unique and complex configuration for 19 subsidiaries scattered around the world with different business behavior among the subsidiaries ▪All business processes are managed in SF ▪End-to-end sales and service management ▪Training and onboarding in the different sites	▪A great improvement in closing the quotes by the sales people, increasing the productivity of the sales and closing processes from end to end ▪Better support for problem management and increased customer satisfaction ▪An increase of 8% in the Company's net profit

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salesforce

More Detailed Info and Quantitative Results

[Color Commentary and Notes About Details of Deal or Implementation]

NOTES

- Develop a unique configuration for managing dozens of business rules
- Connecting 19 subsidiaries to the right business processes for every company in the world

QUANTITATIVE RESULTS IF AVAILABLE

- A great improvement in closing the quotes by the sales people, increasing the productivity of the sales and closing processes from end to end
- Better support for problem management and increased customer satisfaction
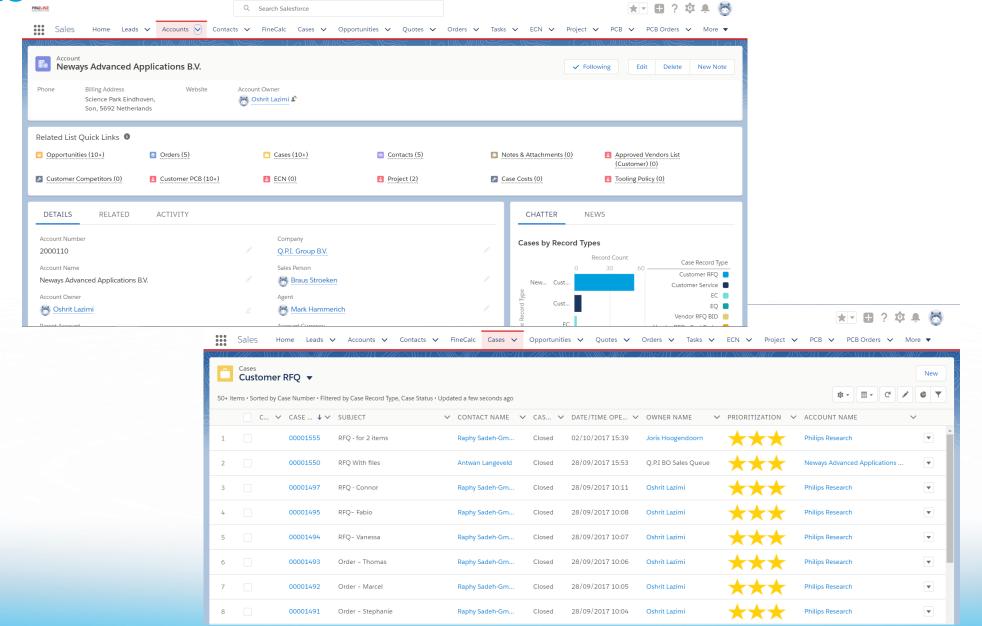- An increase of 8% in the Company's net profit

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Solution Detail

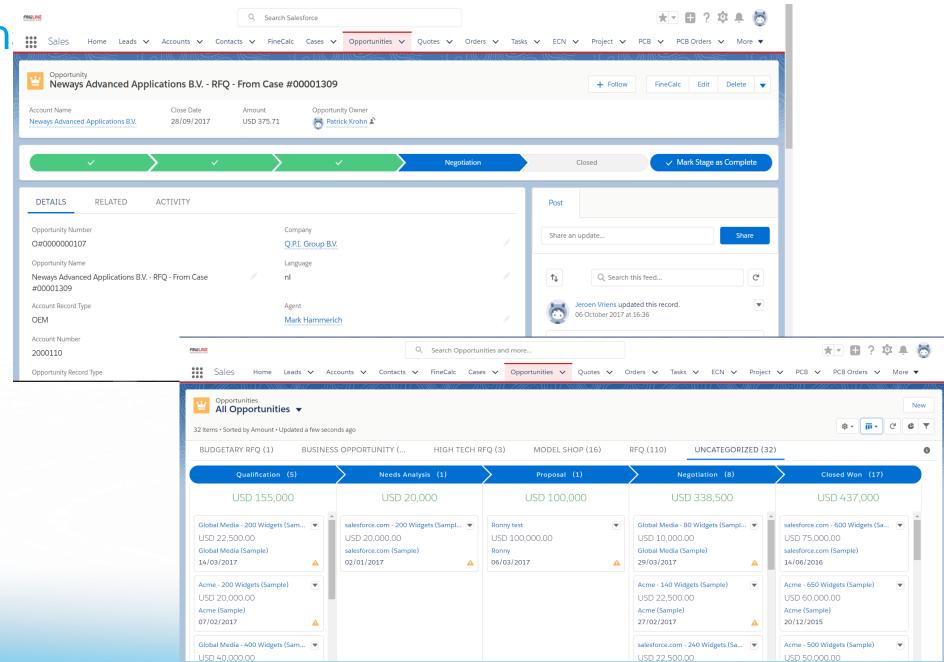| MORE DETAILS	
Competitors of Salesforce engaged in sales cycle:	*MSFT Dynamics*
Previous technology replaced by Salesforce:	*MSFT Dynamics*
Salesforce products deployed:	*Sales Cloud, Service Cloud, Community Cloud, App cloud/force.com.*
Customer Business Model (B2B, B2C, or Both)	B2B
Salesforce Product features:	*All on Lightning, including Components*
If using Service Cloud, list use case (e.g. customer support, call center, field service, telesales, etc.)	Customer support center including Service Console.
Integrations:	*ERP system + proprietary system.*
AppExchange Apps/Partners	
Solution 'Go Live' date:	*24/012018*

Screenshots of app (if available)

Screen

Screenshots of app (if available)

קונספט של עגלת קניות שאיש המכירות מוסיף אליה את המוצרים שהלקוח ביקש

קונפיגורציה דינמית של סוג המשלוח לפי סגמנטים
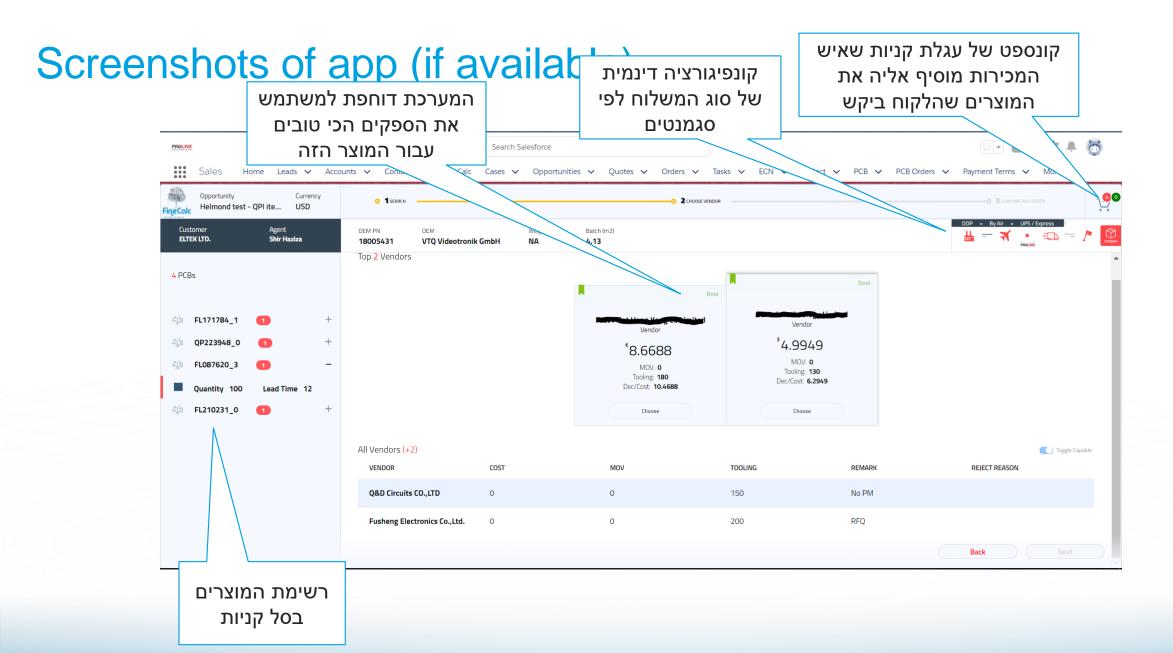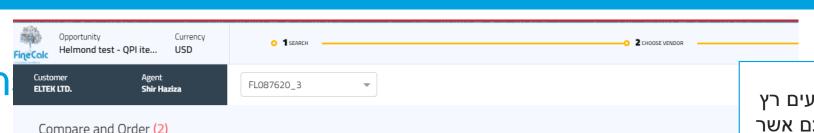
המערכת דוחפת למשתמש את הספקים הכי טובים עבור המוצר הזה

רשימת המוצרים בסל קניות
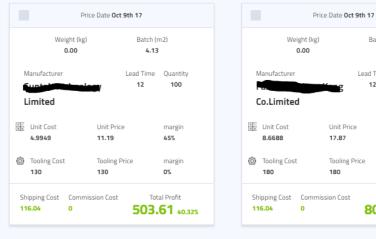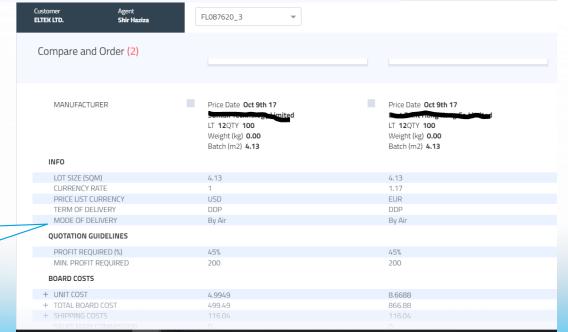
Screen

מאחורי הקלעים רץ
אלגוריתם חכם אשר
מחשב את המחיר
הסופי ללקוח ע"פ
פרמטרים דינמיים
וביניהם גם היסטוריית
ההזמנות של הלקוח

מסך סיכומי אשר נותן
השוואה במבט אחד
בין הספקים.

פירוט המחירים כפי
שהאלגוריתם הוציא. נותן
למשתמש אפשרות לערוך את
המספרים ולראות את
ההשפעה על הרווח הסופי

Sharing Guidelines

These questions are required in order for your story submission to be accepted. Please answer these questions to the best of your ability.

We will not contact the customer without reaching out to you first.

SHARING USE CASE/SCENARIO:	
Can Salesforce AEs share this story and overview slide in sales settings?	Y
Can Salesforce AEs mention the customer name in sales settings?	Y
Is this customer willing to act as a reference customer for prospects?	Y
Would the customer be willing to speak at Dreamforce or other events?	Y

PARTNER INFORMATION	
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