

Fineline Global - A Success Story

Printed Circuit Boards

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.

COMPANY PROFILE

| | |
|---------------|---|
| 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 |



CHALLENGE

- 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

SOLUTION

- 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

RESULTS

- 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

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

Solution Detail

MORE DETAILS

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

Screenshots of app (if available)

This screenshot shows the Salesforce interface for an account. At the top, there is a navigation bar with 'Salesforce' search and various menu items like Sales, Home, Leads, Accounts, Contacts, etc. The main header displays the account name 'Neways Advanced Applications B.V.' and the account owner 'Oshrit Lazimi'. Below this, there are 'Related List Quick Links' for various objects such as Opportunities (10+), Orders (5), Cases (10+), and others. The main content area is divided into 'DETAILS', 'RELATED', and 'ACTIVITY' tabs. The 'DETAILS' tab shows fields like Account Number (2000110), Account Name (Neways Advanced Applications B.V.), and Account Owner (Oshrit Lazimi). To the right, there is a 'CHATTER' section with a 'NEWS' tab and a 'Cases by Record Types' bar chart.

This screenshot shows a list view of 'Customer RFQ' cases. The list is sorted by Case Number and filtered by Case Record Type and Case Status. The table contains 8 items, each with a checkbox, case number, subject, contact name, status, date/time, owner name, prioritization (represented by stars), and account name.

| | C... | CASE ... | SUBJECT | CONTACT NAME | CAS... | DATE/TIME OPE... | OWNER NAME | PRIORITIZATION | ACCOUNT NAME |
|---|--------------------------|----------|-------------------|-------------------|--------|------------------|----------------------|----------------|----------------------------------|
| 1 | <input type="checkbox"/> | 00001555 | RFQ - for 2 items | Raphy Sadeh-Gm... | Closed | 02/10/2017 15:39 | Joris Hoogendoorn | ★★★★★ | Philips Research |
| 2 | <input type="checkbox"/> | 00001550 | RFQ With files | Antwan Langeveld | Closed | 28/09/2017 15:53 | Q.P.I BO Sales Queue | ★★★★★ | Neways Advanced Applications ... |
| 3 | <input type="checkbox"/> | 00001497 | RFQ - Connor | Raphy Sadeh-Gm... | Closed | 28/09/2017 10:11 | Oshrit Lazimi | ★★★★★ | Philips Research |
| 4 | <input type="checkbox"/> | 00001495 | RFQ- Fabio | Raphy Sadeh-Gm... | Closed | 28/09/2017 10:08 | Oshrit Lazimi | ★★★★★ | Philips Research |
| 5 | <input type="checkbox"/> | 00001494 | RFQ- Vanessa | Raphy Sadeh-Gm... | Closed | 28/09/2017 10:07 | Oshrit Lazimi | ★★★★★ | Philips Research |
| 6 | <input type="checkbox"/> | 00001493 | Order - Thomas | Raphy Sadeh-Gm... | Closed | 28/09/2017 10:06 | Oshrit Lazimi | ★★★★★ | Philips Research |
| 7 | <input type="checkbox"/> | 00001492 | Order - Marcel | Raphy Sadeh-Gm... | Closed | 28/09/2017 10:05 | Oshrit Lazimi | ★★★★★ | Philips Research |
| 8 | <input type="checkbox"/> | 00001491 | Order - Stephanie | Raphy Sadeh-Gm... | Closed | 28/09/2017 10:04 | Oshrit Lazimi | ★★★★★ | Philips Research |



Search Salesforce

Sales Home Leads Accounts Contacts FineCalc Cases Opportunities Quotes Orders Tasks ECN Project PCB PCB Orders More

Opportunity
Neways Advanced Applications B.V. - RFQ - From Case #00001309

+ Follow FineCalc Edit Delete

Account Name: [Neways Advanced Applications B.V.](#) Close Date: 28/09/2017 Amount: USD 375.71 Opportunity Owner: [Patrick Krohn](#)

Progress: [] [] [] **Negotiation** [] Closed **Mark Stage as Complete**

DETAILS RELATED ACTIVITY

Opportunity Number: O#0000000107 Company: [Q.P.I. Group B.V.](#)

Opportunity Name: Neways Advanced Applications B.V. - RFQ - From Case #00001309 Language: nl

Account Record Type: OEM Agent: [Mark Hammerich](#)

Account Number: 2000110

Opportunity Record Type

Post

Share an update... Share

Search this feed...

[Jeroen Vriens](#) updated this record. 06 October 2017 at 16:36

Search Opportunities and more...

Sales Home Leads Accounts Contacts FineCalc Cases Opportunities Quotes Orders Tasks ECN Project PCB PCB Orders More

Opportunities **All Opportunities** New

32 Items • Sorted by Amount • Updated a few seconds ago

BUDGETARY RFQ (1) BUSINESS OPPORTUNITY (...) HIGH TECH RFQ (3) MODEL SHOP (16) RFQ (110) **UNCATEGORIZED (32)**

Qualification (5) **Needs Analysis (1)** **Proposal (1)** **Negotiation (8)** **Closed Won (17)**

| USD 155,000 | USD 20,000 | USD 100,000 | USD 338,500 | USD 437,000 |
|---|---|---|--|---|
| Global Media - 200 Widgets (Sample) USD 22,500.00 Global Media (Sample) 14/03/2017 | salesforce.com - 200 Widgets (Sample) USD 20,000.00 salesforce.com (Sample) 02/01/2017 | Ronny test USD 100,000.00 Ronny 06/03/2017 | Global Media - 80 Widgets (Sample) USD 10,000.00 Global Media (Sample) 29/03/2017 | salesforce.com - 600 Widgets (Sample) USD 75,000.00 salesforce.com (Sample) 14/06/2016 |
| Acme - 200 Widgets (Sample) USD 20,000.00 Acme (Sample) 07/02/2017 | | | Acme - 140 Widgets (Sample) USD 22,500.00 Acme (Sample) 27/02/2017 | Acme - 650 Widgets (Sample) USD 60,000.00 Acme (Sample) 20/12/2015 |
| Global Media - 400 Widgets (Sample) USD 40,000.00 | | | salesforce.com - 240 Widgets (Sample) USD 22,500.00 | Acme - 500 Widgets (Sample) USD 50,000.00 |

salesforce

Screenshots of app (if available)

המערכת דוחפת למשתמש את הספקים הכי טובים עבור המוצר הזה

קונפיגורציה דינמית של סוג המשלוח לפי סגמנטים

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

Customer: ELTEK LTD. Agent: Shir Haziza

OEM PN: 18005431 OEM: VTQ Videotronic GmbH Web: NA Batch (m2): 4.13

Top 2 Vendors

| Vendor | Price | MOV | Tooling | Dec/Cost |
|------------|-----------|-----|---------|----------|
| [Redacted] | € 8.6688 | 0 | 180 | 10.4688 |
| [Redacted] | \$ 4.9949 | 0 | 130 | 6.2949 |

All Vendors (+2)

| VENDOR | COST | MOV | TOOLING | REMARK | REJECT REASON |
|------------------------------|------|-----|---------|--------|---------------|
| Q&D Circuits CO.,LTD | 0 | 0 | 150 | No PM | |
| Fusheng Electronics Co.,Ltd. | 0 | 0 | 200 | RFQ | |

Quantity 100 Lead Time 12

FL171784_1 (1) +

QP223948_0 (1) +

FL087620_3 (1) -

FL210231_0 (1) +

Back Next

רשימת המוצרים בסל קניות

Screen

Opportunity Helmond test - QPI ite... Currency USD

1 SEARCH 2 CHOOSE VENDOR

Customer ELTEK LTD. Agent Shir Haziza

FL087620_3

Compare and Order (2)

| Price Date Oct 9th 17 | | |
|-----------------------|-----------------|-----------------|
| Weight (kg) | 0.00 | Batch (m2) 4.13 |
| Manufacturer | Lead Time 12 | Quantity 100 |
| Limited | | |
| Unit Cost | Unit Price | margin |
| 4.9949 | 11.19 | 45% |
| Tooling Cost | Tooling Price | margin |
| 130 | 130 | 0% |
| Shipping Cost | Commission Cost | Total Profit |
| 116.04 | 0 | 503.61 40.32% |

| Price Date Oct 9th 17 | | |
|-----------------------|-----------------|-----------------|
| Weight (kg) | 0.00 | Batch (m2) 4.13 |
| Manufacturer | Lead Time 12 | Quantity 100 |
| Co.Limited | | |
| Unit Cost | Unit Price | margin |
| 8.6688 | 17.87 | 45% |
| Tooling Cost | Tooling Price | margin |
| 180 | 180 | 0% |
| Shipping Cost | Commission Cost | Total Profit |
| 116.04 | 0 | 804.21 40.88% |

2 CHOOSE VENDOR

מאחורי הקלעים רץ אלגוריתם חכם אשר מחשב את המחיר הסופי ללקוח ע"פ פרמטרים דינמיים ובינהם 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

Customer ELTEK LTD. Agent Shir Haziza

FL087620_3

Compare and Order (2)

| MANUFACTURER | Price Date Oct 9th 17 | Price Date Oct 9th 17 |
|--------------|------------------------------|-----------------------|
| | Supplier: [Redacted] Limited | [Redacted] |
| | LT 12 QTY 100 | LT 12 QTY 100 |
| | Weight (kg) 0.00 | Weight (kg) 0.00 |
| | Batch (m2) 4.13 | Batch (m2) 4.13 |

| INFO | | |
|---------------------|--------|--------|
| LOT SIZE (SQM) | 4.13 | 4.13 |
| CURRENCY RATE | 1 | 1.17 |
| PRICE LIST CURRENCY | USD | EUR |
| TERM OF DELIVERY | DDP | DDP |
| MODE OF DELIVERY | By Air | By Air |

| QUOTATION GUIDELINES | | |
|----------------------|-----|-----|
| PROFIT REQUIRED (%) | 45% | 45% |
| MIN. PROFIT REQUIRED | 200 | 200 |

| BOARD COSTS | | |
|--------------------|--------|--------|
| + UNIT COST | 4.9949 | 8.6688 |
| + TOTAL BOARD COST | 499.49 | 866.88 |
| + SHIPPING COSTS | 116.04 | 116.04 |

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

| | |
|------------------------------|-----------------------|
| Name of reference approver: | Yaniv partock, balink |
| Title of reference approver: | CEO |
| Email of reference approver: | yanivp@balink.net |