



EMELAR



SANI-MATIC

SALESFORCE CPQ
customer success story

Salesforce CPQ Allows Greater Quoting Precision

How we helped reps create quotes for complex products quickly

COMPANY PROFILE

Sani-Matic creates custom cleaning systems that serve a wide array of industries and services ranging from Food & Beverage to Biotech-Pharmaceutical. Its customers have unique needs, and standards vary considerably from industry to industry.

Industry: Manufacturing

Solutions: Sales Cloud, Salesforce CPQ

Sani-Matic Faced Three Big Challenges:

STYLE REFRESH Quotes delivered to customers needed a refresh, as the style of existing quotes was lacking.

PRICING INFO Sani-Matic struggled with pricing information that extended across different product lines.

EXPERTISE Previous consulting help lacked CPQ expertise – Sani-Matic needed a partner it could trust to do it right.



Launching a new product is a huge undertaking with interdependent deadlines, and Emelar was very mindful of that. They quickly captured exactly what we wanted Salesforce CPQ to do for us and implemented it on time, while adjusting and reacting to problems and new requirements in real time.



PETE BARRIE

Sani-Matic Product Manager

The Solutions



SALES CLOUD



SALESFORCE CPQ

CONFIGURATION Emelar configured dynamic product coding for the Sani-Matic PharmaCab SP Series.

CUSTOMIZATION Emelar designed custom quote templates for new and existing cleaning product lines.

BRANDING Emelar used Sani-Matic marketing materials in the quote templates and reinforced the Sani-Matic brand.

PRICE MANAGEMENT Emelar established an easier way for Sani-Matic to manage its pricing information consistently.

The Results

QUOTE SPEED Sani-Matic can quickly quote the new PharmaCab SP Series alongside existing product lines.

EASE OF MANAGEMENT Pricing across all products is easier to manage.

PROFESSIONALISM Sani-Matic provides professional-looking, customized quote documents to customers.

FLEXIBILITY Reporting is more flexible to gain valuable insight into each product line's performance.