



# Customer Success: Desktop Metal

**Founded: 2015**

**Industry: Machine Tool  
Manufacturing**

**HQ: Burlington, MA**

**Solution: Salesforce Field  
Service, Partner Communities &  
Duet360 Enterprise**

**Project Duration: 2 months**

## 3D Printing Its Way into Mainstream Manufacturing

Founded in 2015, Desktop Metal is a company committed to reinventing the way engineering and manufacturing teams produce metal parts, from the first stages of prototyping through mass production. Growing at a fast pace in a leadership position demands the entire organization have the ability to expand in all facets of the business.

Service is critical when driving new technology into the market, especially as a young company. Product quality is tantamount and customer service essential. Vice President of IS, Tony DiMaio, phrased it this way: “We need to rapidly scale our abilities to automate our customer service response times. Global customers need to be responded to as quickly as local customers. We saw the project with Endowance Solutions as a game-changer, allowing Desktop Metal to provide a scalable platform and a better user experience for our partners, customer, and employees.”

## Best of Breed Solution Approach

Especially key to the company’s Digital Transformation Best of Breed approach was Endowance Solutions’ Duet360 Enterprise product. With Duet360, Desktop Metal could seamlessly bring the back-office ERP to the front office CRM to create one office, enabling both Sales and Service users. “Endowance fills a void in the marketplace with a Best of Breed product that successfully integrates the front and back office. They understand what our business needs to accomplish,” DiMaio said.

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Salesforce was selected as the platform to build on, because the Salesforce Ecosystem supported both the sales and service business requirements along with Desktop Metal’s growing needs. Salesforce Field Service Management (FSM) delivered ease of accessibility and use critical to the global Service Partner network. Partners are on the customer-facing front lines, needing a solution to rapidly communicate customer incident and case transactions effectively. Hubspot was already in use for distributing leads and easily connected to Salesforce to further lead- management capabilities.

## Best Practice Enables the Right Solution Design

Desktop Metal and Endowance kicked off the project with a deep-dive discovery of the business requirements and integration needs. The result was a fully documented solution design. “We put a lot of energy into the

solution design document. Endowance’s business experience was key to guiding the discussion and recommending best practice concepts that would impact and improve our current processes,” stated DiMaio.

It didn’t take long to see the benefits of the solution come to fruition. Supported by the Duet360 integration, the Global Partner Community component of the solution enables ease of distributing business leads and the accuracy of tracking the individual Partner opportunity pipelines. Product information is shared immediately when new Engineering Change Orders (ECO’s) are published. This sharing of data is critical to maintaining product quality and keeping customers on the edge of technology.

### **Duet360 Enterprise Delivers Performance Improvements**

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The Salesforce Management Reports—fully supported with information from ERP—now provide up-to-date sales order data, bookings, shipments, opportunities and service cases, and incidents with updates as they occur. These reports deliver a global sales and service view of the business on demand. Specific business processes have been significantly improved by automation, simplifying what were formerly time-consuming tasks.

Since Endowance delivered the Sales processes component of the solution, Desktop Metal has experienced a high level of adoption internally and from the partner network, which is critical to its success. End-to-end, the Duet360 integration has helped save 40% of the time previously spent completing an order before it was ready for manufacturing. The integration has helped promote standardization and has improved efficiency. Roles and responsibilities are even better defined.

“We took our time to build the partner community in a way that would encourage a great user experience. This is a key measure of success for Desktop Metal. We delivered a solution that is easy to use and is reliable; it has real business value for our partners, which is a big incentive. I’m looking forward to building on the current solution where, in the IoT, anything becomes possible.”