

## Products

salesforce sales cloud

grid

salesforce lightning platform

## Industry

Aviation  
Parts/Equipment

## Profile

Delta Material Services, LLC operates as a subsidiary of Delta Air Lines, Inc. and supplies and leases used serviceable materials to the aviation industry. It offers aircraft, engines, and parts and components.

## Company Size

70+ Employees

## Location

Atlanta, GA



# SAP/Salesforce Integration Delivers 8X Sales Increase

### THE CHALLENGE

- Sales process was inefficient in SAP with multiple steps and pages involved in searching for parts, accessing maintenance information and pricing history
- Lengthy quoting cycles due to reps going back and forth between multiple systems
- Repair process for in-demand parts was reactive, causing delays in getting parts available to sell
- Acquiring parts was manual and inefficient, with acquisition team using spreadsheets to search for parts, tracks their searches and log purchases
- Accessing extensive parts documentation was handled in separate content management system, resulting in cumbersome process to get information required for quotes

### THE SOLUTION

- Integrated SAP and Salesforce to accurately capture customer and product data in real-time and in one interface
- Installed Lightning interface to accelerate quote-to-cash process
- Designed quoting app that empowered reps to check availability of warehouse parts, maintenance status and materials in real time
- Built decision support dashboard that guided reps when setting prices – including a view of historical pricing trends, part trace history, and customer history
- Deployed Salesforce to acquisitions team to streamline equipment searching and purchasing process
- Enabled 1-click button for documentation, allowing reps to download all parts history and automatically attach it to quote and opportunity

### THE RESULTS

- DMS's sales team can now access all of the information they need to effectively sell in one system
- DMS can ensure a superior customer experience with all customer and product information in one place
- Parts acquisition, parts repair, and parts documentation are now all easily accessible by sales in one central location to speed up quoting process
- In just one year on the platform, they have realized a 8X increase in sales and project a 25% additional uptick for the following year
- Reporting insight now reflects a more accurate value of orders

**8X** increase in sales

**configero**  
building what's next