

# CUSTOMER SUCCESS STORY





## Nova Flex Flexible LED Solutions

Nova Flex is a premier provider of customized, architectural-grade LED ribbon and neon solutions for distributors across North America. Nova Flex is one of the fastest growing firms in the custom LED lighting industry because they focus on customer satisfaction and product quality. Nova Flex provides each customer with a single point of contact for every quote request, purchase order, technical inquiry, or any other need. They save the customer time and money by converting drawings or plans into customized LED solutions. Nova Flex believes in delivering exceptional customer service and going the extra mile in everything they do. Their mission is to put the needs of the customer first and make lighting easy!

**Headquarters:** St. Cloud, Minnesota | **Industry:** Manufacturing | **Website:** novaflexled.com



"I've been a Salesforce administrator for about 7 years and worked with many companies, on many projects, with many different partners. In fact, I actually found Cirrius after a botched implementation with a not so great partner. The Cirrius implementation was 100% better all around! Cirrius Solutions is an Admin's best friend! They are great to work with and get things done! I am certain I will maintain a relationship with them throughout my career!"

**Kelly Freeman –  
Salesforce Project Director**

### The Challenge

Nova Flex had experienced a failed implementation with another Salesforce partner and the sales team had regressed back to quoting on a legacy system. Management contacted Cirrius Solutions in an effort to salvage the CPQ implementation with minimal budget and an abbreviated timeline.

- The previous CPQ implementation resulted in a broken, inaccurate and cumbersome system.
- Faced with an unworkable system, the sales team reverted to manual quoting.
- Product entry was cumbersome and labor intensive due to a broken "clone" process.
- Performance issues and CPQ screen errors plagued the implementation.
- The manual quoting process translated into inconsistent quoting and communications.



## The Solution

The Cirrius team re-implemented Salesforce CPQ with the full suite of pricing and quoting tools. In addition to the fresh implementation, Cirrius developed a long-term solution based on best practices, simplicity, and process automation.

- Cirrius Solutions spearheaded the re-architecture of CPQ products, pricing and quote templates.
- All pricing calculations were created from the ground up due to custom pricing overrides that were inconsistent with the business.
- Creation of an automated product swap tool allowed similar products to be swapped for others without losing product option configuration. The swap tool was built with the ability to scale up to 500 line-items per quote.
- The Quote to Order process was improved to make shipping orders more efficient by fixing and grouping products correctly on all supporting documentation.
- Performance issues and multiple CPQ error points were identified and repaired utilizing best-practice development methods.

## The Result

Nova Flex is now back on Salesforce CPQ and has been able to increase efficiency and maximize its investment in Salesforce. The quoting process has been greatly simplified and users are saving a significant amount of time!

Due to the previously failed implementation, this sensitive project had high executive visibility and needed to be re-implemented on a very tight timeline. Cirrius Solutions was able to hit the ground running and meet the 6-week deadline.

The Nova Flex implementation was completed quickly and efficiently in order to meet the strict budgetary requirements of the executive team. Following a failed implementation, the Cirrius team was able to save the CPQ implementation and build a lasting relationship with Nova Flex.



“At Cirrius Solutions, we pride ourselves on providing our customers with an exceptional, white-glove experience without the luxury price tag. We are built on integrity and greatly appreciate every client relationship. We are proud to partner with high-quality firms like Nova Flex and we look forward to earning your business!”

**Chad Anderson**  
Founder | Cirrius Solutions