CASE STUDY - SUPPORTING B2B AND B2C BUSINESSES WITH ONE STACK





OMI Industries is the world leader in natural odor eliminating solutions for healthcare, consumer, industrial, manufacturing, chemicals and travel applications.



PROBLEM

Support triple digit Y/Y growth for both B2B and B2C lines of businesses, while adding a D2C business model



SOLUTION

3 Year Maverick Digital CaaS for Salesforce Sales Cloud, Service Cloud and Integration Cloud (Mulesoft)



VALUE

- 1. Improved Sales Forecasting by 28%.
- 2. Mulesoft allowed for smooth process flows between Sales (Sales Cloud), Service (Service Cloud), Marketing (eCom) and Finance (ERP).

OMI INDUSTRIES

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OMI Industries - The World Authority in Odor Elimination

With over 25 years of expertise, OMI Industries manufactures best-in-class odor eliminating solutions for industrial, commercial, and consumer applications using natural ingredients. The result? Safe, natural, and effective odor removal without the use of harsh chemicals or artificial fragrances.

Our Products





Deliver a knockout punch to household odors with the power of nature, harnessed by science. A healthy alternative to air fresheners, Fresh Wave consumer products are





Fresh Wave IAQ offers broadspectrum applications for safe, natural odor removal in commercial formulated to markets, such as hospitality, inorganic odor





Effective, natural and non-toxic Ecosorb products are scientifically formulated to neutralize organic and inorganic odor molecules across a wide variety of vertical markets,