

# CASE STUDY - SUPPORTING B2B AND B2C BUSINESSES WITH ONE STACK

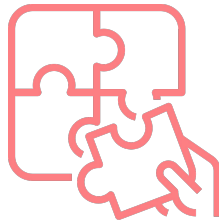


OMI Industries is the world leader in natural odor eliminating solutions for healthcare, consumer, industrial, manufacturing, chemicals and travel applications.



## 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).

