



CASE STUDY

INDUSTRIAL AUTOMATION MANAGED BY SALESFORCE



PROJECT OBJECTIVES

- Intensifying the marketing and sales cooperation,
- creating a portal for partners,
- ensuring efficient business processes,
- activating existing partners, increasing sales,
- increasing the perception of events on the market.



CHALLENGES

The Client's activity is based on a wide range of services and is addressed to a diverse target group. The basis for implementing the solution was the need to consolidate activities on several levels of the business process, taking into account the role of business partners.



ABOUT CLIENT

The Client was one of the market leaders in industrial automation and building management solutions. The company has been implementing intelligent solutions in institutions, municipalities, industrial plants and for individuals around the world for more than ten years



BENEFITS

- Enhancing the process of acquiring new customers,
- Organising and achieving better control over business processes,
- Organising and extending the base of marketing tools,
- Controlling the effectiveness of marketing tools in promoting a wide range of products,
- Increasing partners' activity in the process of customer acquisition, and acquiring new business and implementation partners.



SOLUTIONS

The Client decided to implement the Salesforce platform to efficiently manage and monitor a complex business process.

Selected modules:

• Sales Cloud • Salesforce Pardot • Partner Community

IMPLEMENTATION STAGES



Sales Module



Pardot Marketing Module



Portal for partners