

# CONNECTED TECHNOLOGY

Drives Growth for Manufacturers



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SOLUTIONS

Salesforce. *Simplified.*



## Manufacturers are experiencing a customer-centric revolution.

As a result, demand for customer-focused operations and sales and marketing data has never been higher. Innovative manufacturers are looking for ways to rethink the way they do business so they can move faster than ever before. Process automation and connected data with actionable insights is essential for driving performance and staying competitive.

At Ad Victoriam, we've seen pretty much everything and can make your enterprise software run like a well-oiled machine.



### STREAMLINE OPERATIONS

Integrating processes into one single platform to optimize procedures for operational simplicity.



### CLEAN DATA & ANALYTICS

Accurate data and analysis to make smart decisions, uncover new opportunities and improve the sales process.



### CUSTOMER EXPERIENCES

Utilizing 360-degree customer profiles enables tailored interactions that propels sales and loyalty.



“*The process has gone as perfect as we could have planned. Our Consultant is a superstar. She truly is a quick learner and can grasp the process and procedures that make it easy for her to execute and complete the program.*”

*- Monique Andrade,  
National Customer Success Manager, Polyglass*



“

*The best part in dealing with AdVic, is that they took time to discover our needs, came up with a plan to solve those needs, and they actually did exactly what they told us they would do. Very professional.*

”

*- Alan Rowell,  
Vice President of Sales, HMTX*

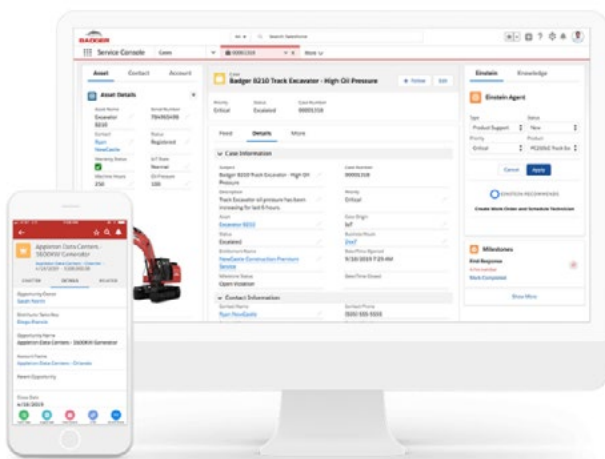


## System Integration

Manufacturers often store and manage data in a siloed enterprise resource planning (ERP), which fails to drive efficiencies for the rest of the organization. The right integration tool unlocks ERP data and connects it to front office systems, so manufacturers can better manage distribution and supply chains, and meet product demand.

Ad Victoriam's in-house integration and data teams differentiate us as a company. We can help you leverage integration technology, such as MuleSoft, to provide seamlessly connected back-end efficiencies and production to front-end sales.

How Salesforce® enables manufacturers to get the 360-degree view of operations all the way to product delivery and customer satisfaction:



- > Relationship management data, predictive sales, and standardized sales process with Manufacturing Cloud™.
- > Customer engagement, claim management, and entitlement oversight with Service Cloud™.
- > Self-service customer portal with knowledge articles, order information, and claim status with Experience Cloud™.
- > Field-based workforce optimization, dispatcher console, and work order management with Field Service Lightning™.
- > B2B Commerce captures new customers, increases your distribution buying power and makes it easier for customers to do business with you.
- > Product configuration, price book management, and automated quote generation with CPQ™.

# Zeon Chemical

Zeon is broadly known as the market leader for specialty heat- and oil-resistant elastomers. Their elastomers are utilized in automotive underhood applications. They are the global leader for specialty nitrile (NBR) elastomers, offering a broader range of specialty grades – including powder, liquid, ground, carboxylated, and NBR-PVC blends.



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## Manufacturing/Chemicals: Specialty Chemicals

Sales Cloud™, Service Cloud™

## Challenge

Previous implementation of Sales and Service Clouds was not viewed as successful by Zeon Chemical. They were looking for a new Salesforce® partner to modify the current platform and build out additional processes for both sales and service teams.

## Highlights

- > Refactored Territory Management to segment visibility by regions and territories. Leveraged roles, sharing and permissions to ensure visibility aligned with business practices.
- > Reconstructed custom Price List object to eliminate inconsistencies across accounts, while enabling the ability to do mass price updates based on set product hierarchy/group business rules through automation.
- > Rebuilt previously manual sample request procedures as a Salesforce Flow to manage the process from approvals and sample production to inventory and exportation to various goods to a variety of countries.
- > Integrated Sales and Service with SAP to connect/sync data and reduce duplications.
- > Platform cleansing to reduce excessive custom code, leverage declarative functionality, while increasing usability and adoption.



“ We started our work with Ad Victoriam in order to implement some much-needed projects within our Salesforce instance, and their team has been nothing short of fantastic to work with. AdVic® was able to take an idea and run with it while setting appropriate expectations with us, so all parties are on the same page throughout an entire sprint. The AdVic group is also very flexible, with an ability to pivot to emergency projects quickly without hesitation. ”

- Trevor Elliott,  
Marketing Representative, Zeon Chemical



CUSTOMER SUCCESS  
5 out of 5 Rating

## Outcome

The refactoring of Zeon's platform - with added functionality - is a game changer for them. The permissions-based regional segmentation for privatizing access, ease of deploying a mass pricing update to particular product groups, automation of their sample request process, and integration with SAP for 360-degree visibility significantly impacted both sales and service teams. Adding in full platform cleansing and increased declarative over code functionality, positioned Zeon for immediate and long-term growth.

## Empower Your Teams To VICTORY

www.AdVic.com

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# Polyglass

Polyglass, headquartered in Europe, began manufacturing roofing products in 1960. The company introduced its products to the USA in 1992 and since then has grown to be a leading global manufacturer of roofing membranes and coatings that employs nearly 5,000 workers.

Manufacturing/Discrete: Service Cloud™ | Field Service™ Experience Cloud™ | Salesforce Mobile™



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## Challenge

Polyglass was struggling to manage its roofing inspection process. When Polyglass came to AdVic, they were utilizing an underperforming, homegrown system, which required extensive, time-consuming manual input of data. Their representatives were taking pictures with their phones, logging their information in their own Word templates when they returned to their hotels, then would email their findings. They needed a solution that increased productivity and simplified the complex work order creation process.

## Highlights

- > Extensive technical analysis led AdVic's creation of a strategic roadmap outlining the optimal implement framework for Service Cloud with Field Service, Experience Cloud, and Salesforce Mobile.
- > Decreased roof inspections appointment duration by 75%.
- > Created functionality for inspectors to capture, edit, and add aerial rooftop photos to work orders in real-time through the Salesforce Mobile.
- > Customizations made to enable customers to log claims and the service team to create cases quickly, facilitating quick case resolutions.
- > Mobile enablement allows field-based tech reps to provide demos from the field.
- > In-person user adoption training for their nationally-based team members helped transition users from their homegrown system to one single platform.



“AdVictoriam takes the time to fully understand our needs, in order to provide solutions that best fit our goals, as opposed to offering simple out of the box alternatives.”  
- Juan Mugno,  
Salesforce Admin, Polyglass



CUSTOMER SUCCESS  
4.8 out of 5 Rating

## Outcome

By replacing Word templates with an integrated Salesforce® platform, productivity was increased by 75% and reps were now able to capture and edit photos, creating high-level details in works orders.

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# Klaussner

Klaussner Furniture Industries is one of the nation's largest makers of home furniture. The company has two manufacturing and distribution facilities, a handful of licensed Klaussner home stores, and about 150 Klaussner Home Furnishings Galleries.



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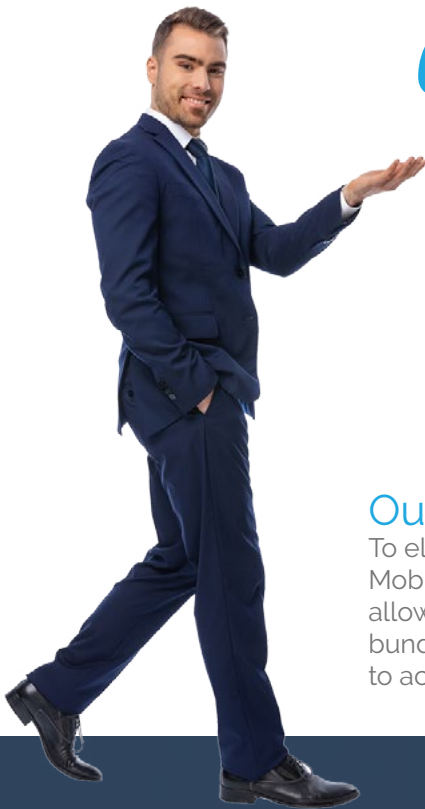
Manufacturing/Discrete: Sales Cloud™ | Mobile™

## Challenge

Klaussner needed to digitally enable their showroom floor sales team, as they were using paper to capture order information on the floor and then key the information into Salesforce® at the end of the day. The process was time-consuming, negatively impacted customer engagement, and led to inaccurate or incomplete orders.

## Highlights

- > Integrated Salesforce Mobile with Salesforce Sales Cloud, connecting Accounts and UPC codes to Salesforce Opportunities to trigger purchase order creation automatically upon initial code scanning.
- > Built a product catalogue with automatically populating prices based on the selected price book.
- > Opportunity creation eliminated the paper process - freeing the sales team to increase customer engagement - which resulted in more profitable interactions.
- > Numerous price books imported linking to product bundle UPCs and individual product SKUs ensured accurate purchase order creation, making for a smooth sales transaction and a positive customer experience.



“ *This is our second project with Ad Victoriam and I have enjoyed working with the team.* ”

- Zach Ausband  
Salesforce Admin, Klaussner



CUSTOMER SUCCESS  
4.8 out of 5 Rating

## Outcome

To eliminate the customer's time consuming processes, AdVic enabled the Salesforce Mobile App to scan showroom product UPC codes. App modifications and dropdowns allowed sales to select the Account, scan product bundles, delete products within bundles, add quantities, and capture customizations – all from their phone. This led to accuracy, sales growth, and a positive for customer experience.

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## About Ad Victoriam

Ad Victoriam is a Salesforce® and MuleSoft® Partner that provides multi-cloud consulting services, from strategy to implementation. Our nimble team of certified professionals across the United States accelerates businesses by simplifying complex problems through cloud and data expertise. As a Certified B Corp, we balance purpose with profits and have made a strong commitment to the community.

Multi-Cloud Expertise

Data Savvy



Innovative

Passionate

Trusted

Empowering

Reliable

Available

Proactive

Ad Victoriam's certified consultants can help your company deliver the type of customer experience that taps into the preferences of the modern customer. Together, we'll increase the effectiveness and productivity of your office and field service reps to enable your businesses to connect and service customers like never before.



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