

# COMMERCE-DRIVEN MULTI-CLOUD SOLUTION FOR RETAILERS



AD VICTORIAM  
SOLUTIONS

Salesforce. *Simplified.*



## Unify the Buying Experience Across All Channels

Moving fast and reaching your goals in an ever-changing marketplace isn't easy. Not only are your customers becoming harder to please, they are in different places, shopping on new channels, and both all customers - consumers and businesses alike - demand personalized experiences. Every business is facing disruption.



## How Commerce Fuels Your Business

Many leaders are struggling with meeting customer desires and are especially challenged by legacy systems, and the disconnection between sales channels. Reaching buyers where they want to make the sale can happen with a fully-integratable eCommerce platform.

### B2C Commerce

#### Connected Customer Journey

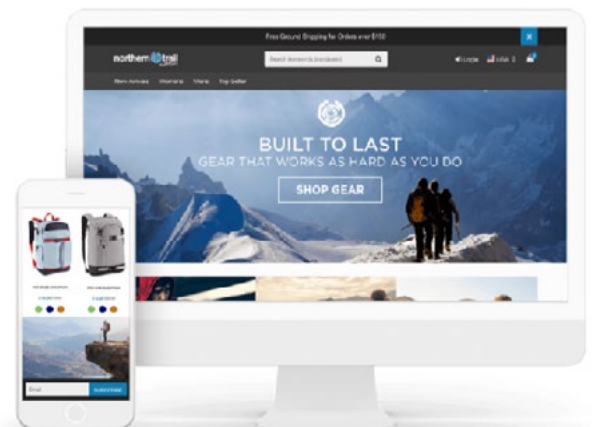
Meet client demand through the creation of a seamless journey across all digital and physical channels. B2C Commerce's fully-integrated, branded storefront and flexible omni-channel capabilities provides a seamless experience wherever your customers shop.

#### Flexible Digital Connectivity

Leverage Order Management, Customer 360 data, and shared content from Salesforce® CMS to unify the shopping, shipping, and service channels.

#### Global Reach Built on Trust

Transformational growth on a global scale with a secure and available (99.9% historical uptime) platform integrated with AI-powered merchandising and personalization.



## B2B Commerce

### Flexible Online Marketplace

Whether you are managing one or multiple brands, B2B Commerce can be configured to provide a uniquely tailored shopping experience to your target audience for both mobile and desktop browsing.

### Self-Service & Automated Ordering

Put the purchasing power back in your customer's hands by providing a self-service checkout portal that frees up your reps to focus on new sales.

### Connected CRM Data

Since B2B Commerce is built on top of Salesforce, you can leverage your existing Salesforce data in conjunction with B2B Commerce data to make fully informed business decisions.

“*Ad Victoriam has been outstanding from start to finish. I have worked with numerous consulting companies over the years and Ad Victoriam is at the top of the list. They have been extremely accommodating to our evolving needs and their delivery has been exemplary. We view Ad Victoriam as a valued long-term business partner.*”

- Dennis Jones  
VP/Information Services, Neill Corp



+23%

Average YOY Sales Growth  
with Commerce Cloud

16

Billion Worth of Merchandise is Sold  
Online Through Commerce Cloud

350

Million Shoppers interact with  
Commerce Cloud Monthly

## Commerce Cloud Solution

A branded online storefront puts the purchasing power in the customer's hands with a self-serve shopping experience that fully automates the ordering process. Complex pricing models can be configured to match your current business rules and enable contractual agreement tracking for product entitlements and price points. By offering an online ordering option, you free up your sales team to focus more on acquiring new business and less on customer maintenance.

### Benefits

- > Online Revenue Growth with Branded Storefront
- > eCommerce, Omnichannel Solution
- > Customer Acquisition & Retention with AI-Powered Targeting
- > Unify Customer Journey, Accelerating Marketing ROI



## Differentiate Yourself: Create a Customer 360 with a Multi-Cloud Solution

Providing your shoppers with an on-demand seamless, personalized journey requires 360-degree data. With a commerce solution, you're delivering an online experience, but what about the rest of the process?

- > Service Cloud™ enables you to deliver great service to your shoppers across channels, from SMS to messaging apps, and from phone and email.
- > Marketing Cloud™ deepens shopper relationships, personalizes every touchpoint, and delivers relevant messages at the right time in the right channel – making the path to purchase more personalized than ever before.
- > A CRM enables retailers to streamline internal processes by connecting sales associates, employees and partners with information to provide the right products alongside the service – all to build loyalty.



## Journey Down the Commerce Path to Victory

The Ad Victoriam team is innovative, driven, and knowledgeable on all things commerce. In fact, our team sits on the Salesforce Technical Advisory Board for Commerce Cloud and has been accepted into the Salesforce B2C partner program.

Our team leverages their extensive industry and platform experience to tailor Commerce Cloud™ so it aligns and scales with your business. This is one main reason our clients come for one project - and stay for decades.

Let's head down the path to VICTORY together - Call us today: 770.691.1642.



# Chariot Group

The Chariot Group, Inc. provides the consulting services and presentation products necessary to enhance a company's ability to effectively communicate its message, whether the delivery of that message is through a simple multimedia projector rental or an integrated video conference solution.



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## High Tech/Software and Services:

Sales Cloud™ | B2B Commerce | Experience Cloud™

## Challenge

Chariot, a Salesforce Sales and Experience Cloud customer, needed to integrate an eCommerce platform into its platform in order to meet the online ordering requirement set by a large customer. As they sought a solution, Chariot also kept the productivity of their team in mind. They wanted a solution that required minimal manual intervention from their sales team so they could focus on new sales, and not order entry/fulfillment. They chose B2B Commerce to meet their needs, and Ad Victoriam to implement the solution.

## Highlights

- > The need for sales reps to manually calculate and apply pricing to orders was eliminated, which has increased Chariot's velocity of order fulfillment.
- > Chariot's client onboarding process was standardized and automated based on Salesforce® and industry best practices.
- > The integration of FedEx has eliminated Chariot's manual quoting and shipping processes. It has also expedited product shipments and enhanced purchasing data management.

## Outcome

Channel creation now drives Chariot's revenue from a new source with minimal sales team intervention. Chariot's new modern automated processes enabled them to immediately win a new large contract with their customer.

# Empower Your Teams To VICTORY

www.AdVic.com  
Sales@AdVic.com  
(770) 691-1642



# Everidge

Everidge is the nation's premier commercial refrigeration equipment manufacturer. They design, manufacture, market, and distribute a wide range of innovative commercial refrigeration equipment and refrigeration parts, along with service, repair, and support.



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## Manufacturing/Process:

Sales Cloud™ / Service Cloud™ / B2B Commerce / Pardot™ / Integration

## Challenge

Everidge's strategic plan is to fill marketplace gaps, gain customer 360-degree data visibility, automate tasks, and increase their competitive edge. They wanted to unify their sales and service platform with a robust eCommerce solution, while maintaining ERP integration. They sought a knowledgeable consulting partner that could implement and maximize the value of a multi-cloud system, which led them to Ad Victoriam Solutions.

## Highlights

- > Replaced manual order entry process with the implementation of a fully branded, device responsive eCommerce store to drive sales and then integrated it with PayTrace (payment gateway system), Dynamics AX (ERP), Avalar (tax calculator), and Google Analytics.
- > CTI integration propelled repair call processing by triggering account information and Milestones for SLA's, upon call connection.
- > Eliminated email tracking of asset warranties and quotations where all reps can now view and manage customer purchases, warranties, and quotations.
- > Developed efficient lead capture and tracking methodology, illuminating the potential business opportunities previously lost due to process gaps.
- > Opportunity time tracking implemented, expediting the quotation to close the process.
- > Built custom components to expose contractor location through a visual map, speeding dispatching based on proximity.

## Outcome

Unification of sales, service, and commerce data on one platform resulted in quality customer service from all teams, faster deal cycles, and visibility into real-time, customer 360 data.



CUSTOMER SUCCESS  
4.4 out of 5 Rating

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# Neill Corporation

Exclusive distributor of beauty products and technology for AVEDA in the Southeast.

Retail/Health & Beauty:

B2B Commerce | Sales Cloud™ | Einstein Analytics™



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## Challenge

Neill Corporation had an antiquated order entry system. Their goal was to implement a new system for order entry, increase connectivity and data transfer between systems, and expose order entry to their customer base. With a long history of Salesforce® projects, Neill Corporation once again turned to Ad Victoriam for a solution.

## Highlights

- > B2B Commerce Implementation.
- > Integrated custom ERP solution.
- > Authorize.net payment provider (integrated with ERP).
- > Avalara integration.
- > Custom-built multi-step approval processes, based on complex requirements, to manage customer orders.



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- Dennis Jones  
VP/Information Services



CUSTOMER SUCCESS  
5 out of 5 Rating

## Outcome

B2B Commerce provides the team with a more efficient guided sales process - increasing employee satisfaction - while providing a powerful self-serve ordering system for end-users that expedites product sales.

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## About Ad Victoriam

Ad Victoriam is a Salesforce® and MuleSoft® Partner who 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



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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6525 Shiloh Rd Suite D-300, Alpharetta, GA 30005