



IMPROVING PROCESS & INSIGHTS TO SUPPORT EXPANSION GOALS

About Our Client

The company is a leading supplier of commercial and residential building supplies for renovations and new home construction for home builders in Canada and USA. They design and produce pre-manufactured custom housing material solutions which streamline the construction process in the most cost effective manner.

Challenges

The company has a large sales team broken down into different divisions and product lines. Their current ERP system is outdated and extremely difficult to pull information out of. Without a platform to display live and accurate data, the management team was lacking visibility into the company's sales metrics.

With plans to scale, they needed a partner to provide process improvement and visibility into key business operations to make informed decisions that would support their expansion goals.

Solutions

- Salesforce Sales Cloud
- Pardot

Results

Breama implemented Salesforce Sales Cloud and Pardot to **centralize and manage marketing and sales activities** within the organization. The Client now has an effective method for capturing important data about their prospects and clients as well as real-time reporting, allowing them to **gain insights for further growth and market share.**