



Case Study

Customer Community Portal Implementation for a Bio-Tech Client

mirketa



silver
consulting partner

Case Study: Custom B2B Portal for a Bio-Tech Leader

COMPANY OVERVIEW

Client is headquartered in Chicago, IL and is a subsidiary of a Global Biotech firm. For over 50 years client has been providing services in food safety, quality and nutrition services through Laboratory, Auditing, Consulting, Contract Research and Education Client provides its services in 21 countries and has over 80 accredited laboratories operating throughout North America, South America, Europe, Africa and Asia Pacific. services.

COMPANY PROFILE

LOCATION	Chicago, IL USA
EMPLOYEES	6500+ employees
INDUSTRY	Healthcare
COMPETITOR	Eurofins, ASI, Agro Analyses laboratory
SOLUTION(S)	Sales Cloud, Force.com, Chatter, Communities, iPaaS, Lightning
GO LIVE DATE:	6/1/2018

CHALLENGE

- Complex Business Processes & Global user base:** Highly complex business rules drive the web order placement process. These rules differ from country to country. Also, the orders are placed using client specific order template. Creating a Global system that can cater to the needs of different countries and clients had been a challenge in the past. As a result each country developed its own customer portal which provided different experiences and functionalities and was a big competitive disadvantage for their large global clients that needed to use different disparate systems.
- Internationalization:** The global user base had extensive translation and other internationalization needs, including country specific features. In the past this need was met by creating separate portals using web technologies.

SOLUTION

- Mirketa developed a customer community-based portal, mostly using the out of the box salesforce features for managing rule-based order placements. The gaps in the functionality were bridged using custom development. With upfront investment on extensive UX work, and by leveraging Salesforce Lightning experience and components we were significantly able to reduce the complexity of the order placement process and improve the user experience.
- We developed single customer portal on Salesforce Communities and managed the feature access through permissions settings for users from different countries. For Translation, we used Salesforce native translation capabilities which met 90% of the needs. We used custom translations to bridge the gaps.

RESULTS

- The streamlined user experience simplified the complexities of the system which resulted into better user adoption. The end user feedback on the overall experience has been extremely positive.
- The overall development effort for the global portal was 40% of the effort spent on each of the country specific portals.
- Thanks to ease of development on Salesforce platform the system maintenance/enhancement has been extremely easy. The production releases are at 2 weeks cadence which helps in responding to new business requests at a much faster rates.
- We spent less than 2 person weeks in enabling translation and localization requirements.

Case Study: Custom B2B Portal (Community & Force.com)

Search...

SEARCH

HOME NEWS ACCOUNTS SCHEDULE A PICKUP **SUBMIT A SAMPLE** SAMPLE STATUS AUDIT STATUS DOWNLOAD CENTER HELP MY LABS MORE

My Orders

New Order SRF Order Start With Template

All

7 items • Sorted by Order Name • Filtered by all web order • Updated a few seconds ago

	ORD...	CUSTOMER	RECEIVED FROM	ST...	LAB	N...	PO NU...	SAMPLE ...	ORDER T...
1	WEB-103	KELLOGGS BRASIL L...	KELLOGG BRASIL LT...	STOP	São Paulo	1	PO-987	TEMP-0000	TEMP-0001
2	WEB-102	KELLOGGS BRASIL L...	KELLOGG BRASIL LT...	STOP	São Paulo	1	PO-987	TEMP-0000	TEMP-0001
3	WEB-101	KELLOGGS BRASIL L...	KELLOGG BRASIL LT...	GO	São Paulo	1	po-123	TEMP-0000	TEMP-0001
4	WEB-100	KELLOGGS BRASIL L...	KELLOGG BRASIL LT...	GO	São Paulo	1	PO-987	TEMP-0000	TEMP-0001
5	WEB-099	KELLOGGS BRASIL L...	KELLOGG BRASIL LT...	STOP	São Paulo	1	PO-987	TEMP-0000	TEMP-0001
6	WEB-074	KELLOGGS BRASIL L...	KELLOGG BRASIL LT...	GO	Viçosa	1	12345678	TEMP-0000	TEMP-0001
7	WEB-073	KELLOGGS BRASIL L...	KELLOGG BRASIL LT...	GO	Viçosa	1	12345	TEMP-0000	TEMP-0001

The application using Salesforce.com platform capabilities and screens are custom built using APEX & Lightning

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Order Number WEB-104	Order Template TEMP-0001
Customer KELLOGGS BRASIL LTDA.	* My Sites KELLOGG BRASIL LTDA.
* Lab Maringá	* Sample Template TEMP-0000
* PO PO-251	* Commercial Proposal Number CO-526

[Save Web Order](#)

Sample Details

* Grupo None	* Matriz None	* Produto da amostra None	* Grade KELLOGGS BRA!	* Ponto da amostragem None	Etapa None	* Tipo de especificação None	Add Sample
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TEST	SAMPLE	GROUP	MATRIX	PRODUCT	COMMERCIAL NAME	DUPLICATE	DELETE	EDIT	PRINT LABEL
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