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SUCCESS STORIES

Cutera is a world leader in aesthetics and dermatology, selling its products to physicians, clinics, and hospitals worldwide. The company offers its products and services in several ways: subscription-based, product sales, and a combination of subscription, sales, and support.

All product offerings, options, and sales processes at Cutera are implemented in Salesforce and Salesforce CPQ.

The goal of the project in which Inforge was involved is to implement ==a B2B e-commerce solution.== This solution would allow customers to purchase Cutera's products and services with the flexibility its product offering provides. The e-commerce solution needs to be fully integrated with Salesforce CPQ and their ERP system (SAP). It must offer multi-currency support, manage inventory, apply sales tax based on state and country, and adapt the product offering according to the country.

The Salesforce B2B Commerce Cloud was customized to meet Cutera's needs because the out-of-the-box tools provided by the technology were not sufficiently flexible, and the CTO desired a solution that could integrate seamlessly with the existing systems.

CUTERA®

B2B COMMERCE WORKS

Integration with Salesforce CPQ:

salesforce CPQ

SAP Integration
All orders placed on the e-commerce site must be mirrored in SAP, including the products sold, their prices, and the quantities. This integration ensures consistency between the two systems.

Account Switching
The account switching feature was implemented to allow sales representatives to log in on behalf of their accounts and make purchases for them.
Inforge developed a custom checkout process tailored for sales representatives utilizing the account switching feature.

API-based sales tax calculation
Cutera has a web service that calculates the sales tax based on the customer's state, country, and product. We integrated this system with the commerce store to ensure sales tax was calculated correctly.

With **nearshore talent based in Costa Rica and Argentina**, we provide excellent quality resources at **competitive prices**, sometimes 50% less than US counterparts.

We work in the same timezone as the US facilitating communication and **collaboration in real time.**

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All CPQ product features and options were replicated in the implemented e-commerce solution. This was achieved by modifying the carts with Apex code to mirror all the bundles configured within CPQ.

Predefined wishlists for customers
The e-commerce system features automatic wishlist creation for customers, facilitating the swift creation of carts and streamlining the purchasing process for both customers and sales representatives. These wishlists are generated based on individual account profiles, customized according to their needs and past purchases.

Multi-currency
Cutera serves customers in Europe, Japan, Canada, and the United States. When the currency on the e-commerce site is changed, the price book used on the site also changes to reflect the prices for that geo-region, and the currency of all products changes accordingly. Only products associated with the current price book are displayed in the store, preventing the listing of products not available in the selected geo-region.

Predefined carts for customers
Sales representatives can select and create predefined carts for accounts, allowing customers to review these carts and choose the one that best suits their wants and needs. Similar to the wishlist feature described earlier, this approach saves time for both the customer and the sales representatives during the sales closure process.

Temporary pricing for accounts
Customers could access temporary deals tailored specifically for them, available for a limited time only. This feature was implemented on the e-commerce site through a Pricing module that temporarily adjusted prices for specific accounts and products.

Pre-defined pricing for Sales Representatives
Price books could be designated exclusively for a group of sales representatives, allowing them to select which price book to apply to each of their accounts. They have the flexibility to change the price books for each account based on the options available to them.

In summary, the project between Cutera and Inforge **has made it much easier for Cutera to sell its products around the world**.
By customizing their Salesforce B2B Commerce to work better with their existing tools and to offer special features like deals for certain customers and the ability to handle different currencies, they've **made shopping easier for their customers and streamlined their own sales process.** This successful project shows how a tailored B2B Commerce site can significantly improve a business's ability to serve its customers and maintain its lead in the market.