

# A Track Record of OMS Expertise

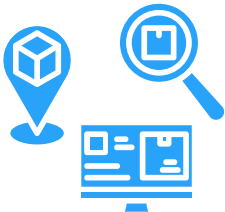
Empowering customers with a modern and scalable automated order fulfillment system with Salesforce Order Management.

## Delivering Zero-Touch Revenue for Our Clients via Automated Order Fulfillment



### Create alignment across ERP, WMS, CRM and more

- Eliminate swivel chairing between Salesforce and ERPs
- Empowering CSRs to solve problems without access to ERPs
- Receive orders from any channel, including Salesforce Commerce
- Boost marketing effectiveness by leveraging OMS data to power targeted campaigns



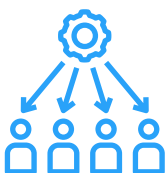
### Provide order visibility for Sales, Marketing and Customers

- View live information within Salesforce
- Provide more transparency within the order-fulfillment process, including performance of internal warehouses, outside fulfillment and third-party logistics
- Receive order updates via text and email through Marketing Cloud



### Automate fulfillment routing

- Automatically and optimally route to multiple warehouses and third-party vendors (drop shipping) to lower cost to fulfill orders
- Create one source of truth for real-time inventory data
- Increase fulfillment speed to drive customer satisfaction



### Empower Proactive Staffing

- Lower costs to solve order problems through AI functionality
- Increase fulfillment speed to drive customer satisfaction
- Increase order-to-handle (Order Servicing) to increase issue resolution

# An ROI-Focused OMS Strategy

Transforming a leading medical device company with a tailored, holistic Salesforce OMS-powered order processing transformation

## The Challenge

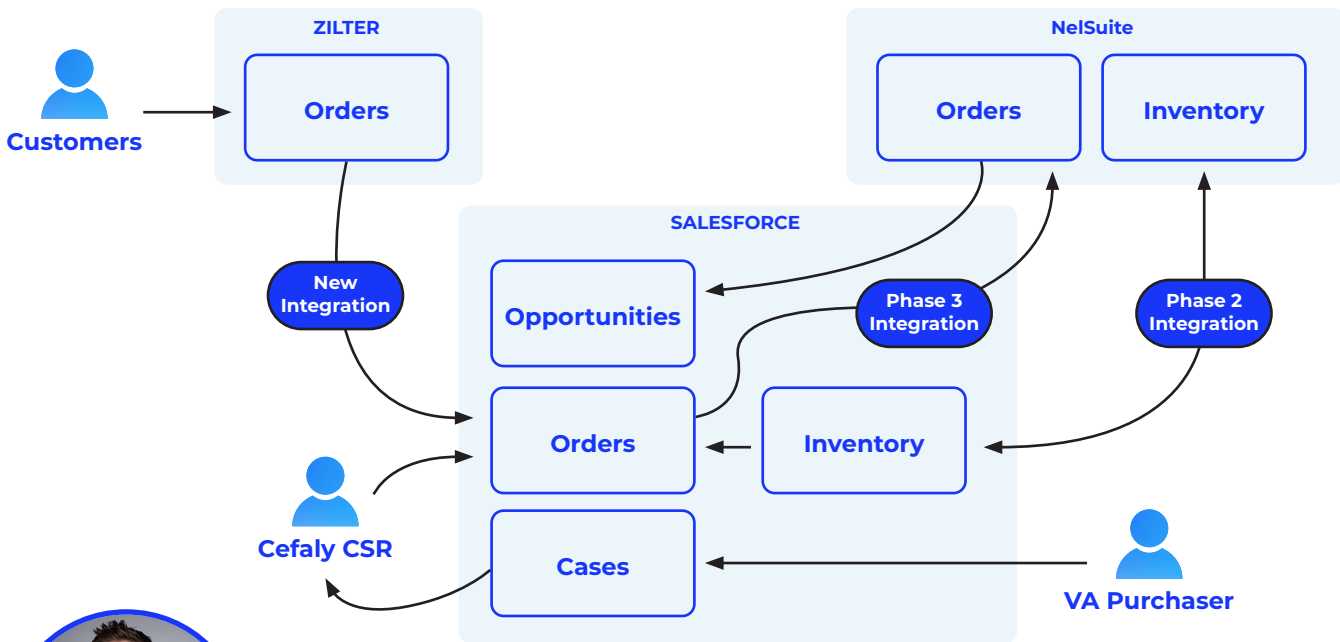
Manual processes were holding Cefaly back. It's legacy system required triple data entry and prevented visibility into orders. It was impossible to track relationships between purchase orders, physicians and patients. Traceability was impossible and leaders were left without insight into KPIs.

## The Solution

Certified Aleysian experts configured OMS to solve business headaches like manual data entry and lack of visibility between orders, physicians and patients with a tailored order capture, order automation and revenue intelligence solution.

## The Business Value

OMS revolutionized operations at Cefaly. Solving its order management process decreased labor cost per order, delivered faster time-to-revenue and decreased errors, which lead to lower appeasement, return and refund expenses. Its new processes enabled the business to deliver more value with less employee overhead.



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