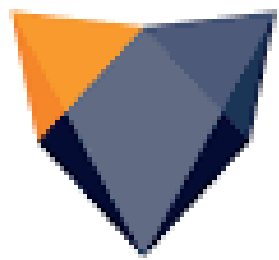


ORDERFOX STANDARDIZES & SIMPLIFIES ALL PROCESSES WITH SALESFORCE SALES CLOUD

Clouidity



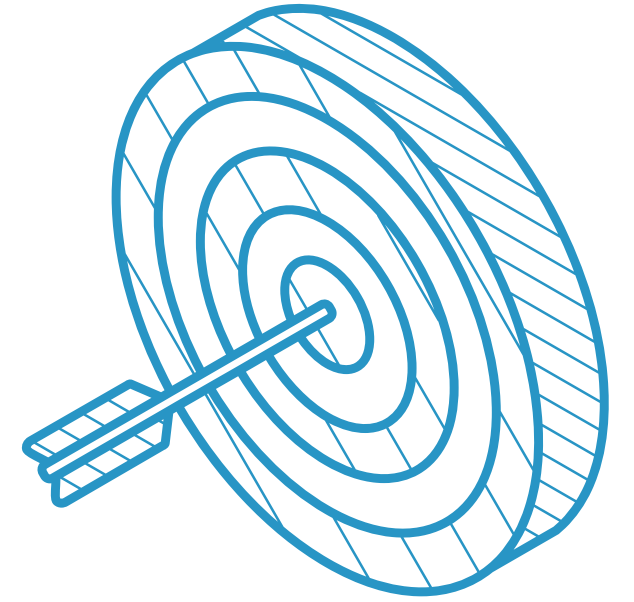
orderfox

Orderfox is a Swiss company that offers a digital marketplace for the CNC industry helping companies find the best-fit contractors to meet their requirements. Buyers can submit Requests for Quotations (RFQs) and manufacturers send their bids to Orderfox, which compiles and presents the best ones to the best ones in an anonymized way. If the buyer wishes to collaborate with a particular company, Orderfox provides a manufacturer contact details, so the cooperation can begin.



ORDERFOX'S CHALLENGES:

- # **legacy CRM tool not flexible and mature enough to meet Orderfox's CRM and process orchestration needs - poor quality of lead data and lack of effective mechanisms such as validation rules;**
- # **lack of adequate data storage application to enable future development using artificial intelligence algorithms;**
- # **no single source of truth, a complete repository with up-to-date contact and contractual information for sales partners;**
- # **no room to improve collaboration across sales, marketing, and customer success teams.**



PROJECT SCOPE:

- # implementing highly tailored and **customized Salesforce Sales Cloud**;
- # setting up data validation and automation to **accelerate sales processes**;
- # providing extended **integration between Salesforce and the Orderfox platform** and the Orderfox website to orchestrate processes and reduce manual steps;
- # **synchronizing marketing data** between the legacy CRM and Salesforce.



KEY BENEFITS:

- # standardized and **simplified processes in the company;**
- # **the sales process moved to Salesforce Sales Cloud, enabling the growth expected in Orderfox strategy;**
- # **ability to create a Request for Quoting in Salesforce and publish it to the Orderfox.com platform with a single click;**



Cloudity



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- # enabling KPI tracking that gives Orderfox a **clear pipeline overview** and visibility into sales forecasts;
- # **Orderfox.com integration with Salesforce, so salespeople can work in one system (Salesforce);**
- # **synchronization of bid data** posted by manufacturers on the Orderfox platform with Salesforce.