AUTOMATING LEAD TO CASH PROCESS
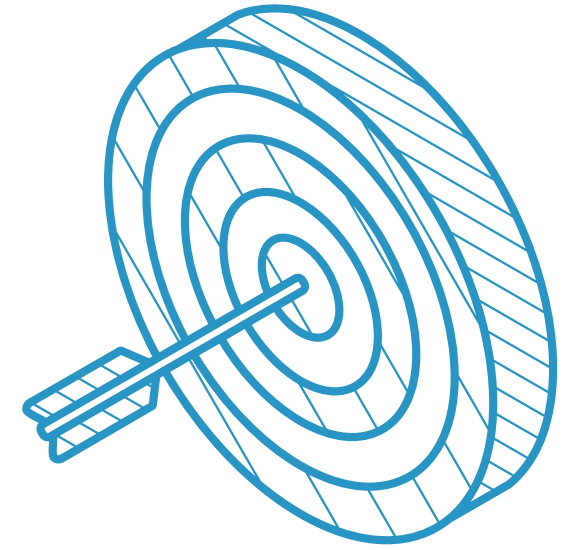
with Salesforce

PINKTUM

PINKTUM (Pink University GmbH) is one of the leading providers of e-learning and web-based training for effective and sustainable HR development in companies. The company, founded in 2010 and based in Hamburg and Munich, is part of the PAWLIK Group.

Cloudity

PINKTUM'S CHALLENGES:

\# **legacy CRM was not scalable**, not adapted to the company's needs and lacked functionalities;

\# no tool to automate Pinktum's complex **process of quoting and discounting;**

\# **silos between sales & finance** – struggle in issuing invoices;

\# **a lot of unnecessary data in the system**, no structured data management;

\# **marketing activities were manual**, without collecting and analyzing data.

PROJECT SCOPE:

**Salesforce Sales Cloud implementation;**

**Salesforce CPQ + Billing implementation;**

**Salesforce Pardot implementation;**

**Salesforce Integration:**
- Outlook,
- Millio,
- DocuSign Gen.

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KEY BENEFITS FOR PINKTUM:

\# **a scalable, integrated system**, fully prepared for future growth,

\# company-specific, **structured and automated sales, quotation and billing processes,** with automatic calculation of discounts,

\# **better data management**,

\# **automation of marketing activities**.

PINKTUM

★★★★★

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Name surname

position

company