Al Ramirez
Sr Account Executive
214-641-2580 (M)

# Salesforce Case Studies

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# West Marine

## Case Study – Salesforce B2C/B2B, OM, Service, Sales, and Marketing Cloud

### The Client

West Marine is an American company based in Fort Lauderdale, Florida, which operates a chain of boating supply and fishing retail stores. The company has 247 retail stores in North America.

West Marine aims to be the leading Omni-channel provider in the marine aftermarket offering customers the ability to Shop My Store, Ship To Home leveraging the entire Supply Chain Network, Delivery Services

### The Problem

West Marine faced performance challenges with their retail and professional customer storefronts. The site was slow, BOPIS and STS Van Delivery options were not streamlined, and high rates of abandoned carts due to checkout errors.

The order routing and fulfillment was also inefficient thereby causing split shipments, increase in shipping cost, van routing challenges.

In addition, the return process was not streamlined.

The Payment Capture and Settlement also had challenges as there was no retry logic in case of failures.

### The Solution

- Enhanced the storefront to streamline their offering for Retail and Pro customers.
- Implemented efficient delivery options of Shipping, BOPIS and Van Delivery
- Utilized van fleet to increase speed of Ship to Store order delivery
- Implemented Sourcing logic to figure out the right optimal location to ship the item
- Optimized the return process flow to make sure that the refunds are initiated once the item is received.
- Implemented process exceptions for all process flows
- Implemented re-sourcing logic for short pick, backorder scenarios.
- Integrated with new payment gateway AURUS for Auth, Capture and Refund
- Integrated with mobile POS Mad Mobile for Endless Aisle capabilities.

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# L.L.Bean

## Case Study – Salesforce B2C/B2B, OMS, Service, Sales and Marketing Cloud

### The Client

L.L.Bean is an American privately held retail company that specializes in clothing and outdoor recreation equipment..

The Company offers hunting, fishing, clothing, footwear, outdoor equipment, handbags, briefcases, bags and travel, home goods, rugs, kitchen, decor, mats, furniture, shirts, pants, sweaters, skirts, tops, toys, knives, and footwear products.

### The Problem

L.L. Bean has 2 decades of technical debt with systems that are inflexible and does not cater to the Digital Commerce and Omnichannel needs.

The selling channels across both the B2C and B2B need overhaul. The business process flows for Order Routing and Allocation were insufficient and require manual intervention/approval at every step of the fulfillment. Some of the order workflows took as long as 22 days to fulfill.

The Contact Center agents have to swivel across multiple systems to cater to customer needs.

The Reverse Logistics processed also need to be streamlined.

### The Solution

- Enhanced the Order Entry process by implementing Salesforce Order Management.
- Enhanced the Contact Center personnel's experience by providing a single pane of glass that have end to end visibility of Order and its corresponding status along with providing actions e.g. Returns, Exchanges, Cancels, etc.
- Enhanced the customer experience by providing status update at every step by leveraging the Marketing Cloud. Alerting the customer of Abandoned Carts, Unfinished orders, etc.
- Capturing Leads, Opportunities and Quotes using the Salesforce CRM (Sales Cloud)
- Implemented automation rules to streamline the complex order workflows.
- Enhancing the Order Routing and Allocation rules to minimize split shipments and saving shipping cost; re-sourcing logic for short pick, backorder

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# Abbvie - Allergan Aesthetics

## Case Study – Salesforce B2C/B2B2C, OMS, Service, and Mulesoft

Allergan Aesthetics
an AbbVie company

### The Client

Allergan Aesthetics, an Abbvie Company develops, manufactures, and market a portfolio of leading aesthetics brands and products.

The aesthetics portfolio includes facial injectables, body contouring, plastics, skin care and more

The products are sold through Provider Network, Physician Sites, and Marketplaces including Amazon.

### The Problem

Allergan Aesthetics leverages SAP for all their inventory promising, order orchestration, routing and allocation needs.

Any small tweak to the allocation or routing rule takes weeks or months as the entire Abbvie business run on the SAP system.

In addition, the order servicing functions like modifications, returns or refunds require the contact center personnel to go through a series of manual steps.

### The Solution

- Perfaware implemented Salesforce Order Manaagement for Order Entry, Orchestration, Fulfillment, and Payment Capture/Settlement
- Perfaware implemented the Order Servicing capability providing order visibility and ability to take action.
- Connected SFOM with current ERP and inventory systems
- Implemented OCI Inventory Visibility for better inventory accuracy in SFCC.
- Implemented Order Servicing including adjusting orders (address change, quantity change), cancellations & returns.
- Leveraged Mulesoft to connect SFOM with all external applications e.g. ERP, 3PL, OceanX, Vertex, Chase PaymentTech, etc..

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# Solo Stove

## Case Study – Salesforce B2C/B2B, OMS, Service Cloud

### The Client

Solo Stove is a home and outdoor lifestyle brand owned by Solo Brands, Inc., known for its fire pits, camp stoves, ovens, and grill accessories.

Their flagship product “virtually smokeless” Solo Stove is sold online and leading retailers and marketplaces like Amazon.

Their brand is sold all over the world. Solo Brands also have other companies in their portfolio.

### The Problem

Solo Brands leverages different technical stack for each of their portfolio companies and wants to standardize their storefronts on one technical stack because of the maintenance challenges as well as need to staff resources with different skill sets.

The contact center experience was also not seamless as the agents need to swivel chair across multiple applications for any order servicing use cases.

The routing and allocation logic was inefficient leading to increased shipping cost.

### The Solution

- Perfaware implemented Salesforce Composable Storefront for the Solo Stove as the reference implementation.
- In addition, implemented
    - Salesforce B2B Commerce to cater to B2B customers
    - SFOM for Order Orchestration and Distributed Order Management
    - Service Cloud for Case Management, Digital Engagement and Order Servicing
- Connected Storefront with third party applications and SFOM with current ERP and inventory systems
- Rolling out the storefront in NA, EMEA, Australia, and Japan

# Snipes
## Case Study – Salesforce Order Management

### The Client

Snipes is a German-based streetwear retailer with a globally recognized brand. It operates 450+ stores in Europe and 300+ stores in North America.

Snipes' expansion of its brands across the world grows stronger every day, living sneakers and streetwear for over 20 years.

SFCC is used for online sales, and the order management process needs to handle Ship To Home & Pick-up in Store, along with complex supply chain network and customer service requests.

### The Problems

Snipes had challenges when it came to responding to consumer requests on existing orders, leading to low customer satisfaction and order cancellations.

The current tools used by call center agents provided incomplete view of consumers and their orders, and very limited ability to take action on orders.

Consumer needs could not be served and resulted in cancellations and unhappy consumer experiences.

### The Solution

- Perfaware implemented the Order Servicing capability providing order visibility and ability to take action.
- Connected SFOM with current ERP and inventory systems
- Implemented OCI Inventory Visibility for better inventory accuracy in SFCC.
- Implemented SFOM for B2C order capture and order status visibility.
- Implemented Order Servicing including adjusting orders (address change, quantity change), cancellations & returns.
- Enabled consumer self-serve for SFCC
- Enabled live-chat with agents for SFCC
- Enabled invoicing and payment integration for seamless order changes capabilities.

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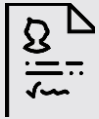
# JustFoodForDogs

## Case Study – Salesforce B2C, OMS, Service Cloud and MuleSoft

JustFood ForDogs
More life. More years. More love.™



### The Client

JustFoodForDogs (JFFD) is the world's first "pet food kitchen" where human-grade meats and vegetables are turned into healthy meals for dogs and cats. JustFoodForDOgs remains the first branded retailer that prepares pet meats in open kitchens within retail stores.

JustFoodForDogs sells pet meals online, in their retail stores, and in partnership with Petco, Costco, Albertsons, PetSmart, Vons, Amazon, etc.

### The Problem

JustFoodForDogs had 3 Systems Integrators focused on different Salesforce solutions. This led to multiple challenges -

- Coordination and Communication challenges led to project delays and inconsistent implementations
- Accountability and Ownership challenges for cross-functional issues
- Integration Complexities arise due to coding standards, methodologies, and differences in understanding.
- Project Management Complexity given multiple teams.
- Additional rework leading to budget overruns.

### The Solution

- Replaced all SIs with Perfaware
- Inventory Segmentation to allocate inventory by channel, region, or customer based on predicted demand.
- Dynamic routing rules to give more flexibility in fulfillment.
- New integrations using MuleSoft as the translation and transformation engine.
- Standardized product set up around Bundles, etc.
- Re-implemented JFFD Quiz program on the B2C platform.
- Enhanced auto-ship and ad-hoc order capture by maintaining separate inventory rules.
- Implemented custom Site Map and Redirect generation for active stores with SEO-enhanced URL
- Enhanced Sentry Monitoring with field masking in checkout & custom

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# Merz Aesthetics

## Case Study – Salesforce B2B Commerce, Sales Cloud

MERZ AESTHETICS®

### The Client

Merz Aesthetics is a global leader in medical aesthetics, offering advanced dermal fillers, neuromodulators, skincare, and medical devices.

A family-owned division of the Merz Group, Merz Aesthetics is known for its science-driven approach and broad global presence.

### The Problem

Merz's existing portal and B2B store lacked modern functionality and personalization. Key gaps included:

- Outdated, component-based UI with limited interactivity and personalization.
- No multilingual support or role-based content delivery.
- Commerce and portal experiences were siloed from product, pricing, loyalty, and subscription logic.
- No AI-driven personalization or real-time loyalty/inventory visibility.
- Weak integration with back-end systems like SAP—leading to delayed pricing, tax, and stock information

### The Solution

To elevate their digital platform, a holistic Salesforce-based solution was implemented

- Rebuilt login, registration, account management, personalized dashboards, and training progress tracking with Lightning Web Components for responsive, role-based UX
- Embedded BrandBox and social media content creators for in-portal branded publishing
- Enabled English/Spanish toggles via Salesforce translation framework with dynamic component rendering
- Migrated catalogs, price books, and promotions; implemented tiered/volumetric pricing, loyalty-tier offers, and real-time loyalty points in checkout
- Added recurring orders with flexible delivery intervals and quick SKU-based ordering
- Delivered real-time pricing, tax, and stock visibility during product selection and checkout

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# Janie and Jack
## Case Study – Retail Cloud (POS), Salesforce OMS

JANIE AND JACK

### The Client

Janie and Jack (J&J) is a premium childrenswear company headquartered in San Francisco and known for their thoughtful and designs and details. They are a subsidiary of Go Global Retail and operate an online store and 115 stores in the US.

They are continuing to grow through eCommerce, International expansion and the recent opening of an online marketplace.

Their clothes are known for their craftsmanship and premium quality materials.

### The Problem

J&J selected the Salesforce Digital Commerce platform for its scalability and robust customer experience capabilities. For their physical stores, they adopted a sleek and modern POS solution via PredictSpring (now known as Retail Cloud) to support unified commerce.

While the initial implementation of Retail Cloud began with the PredictSpring team, J&J needed a partner with deep platform expertise to scale their rollout, optimize system performance and integrate RetailCloud with OM seamlessly for omni-channel fulfillment and returns.

### The Solution

- Partnered with J&J to map the solution landscape.
- Order orchestration and fulfillment
- Omni-channel inventory visibility and execution
- Dynamic routing rules for intelligent order fulfillment
- Enabled order servicing use cases such as appeasements, self service, exchanges, returns, cancellations etc
- Enabled Buy online pickup in stores, returns and refunds with real-time inventory and refund sync.
- Support mixed-cart across dropship and J&J fulfillment using SF OMS + Retail Cloud.
- Optimized endless aisle to use cross-store inventory through SF OMS and Retail Cloud POS.
- Improved BORIS audit and refund accuracy,.

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