

Project Success Story

Boussias – Publishing & Events Management



The Problem

Boussias, a leading media and events organization in Greece and Cyprus, had already been using Salesforce for three years before engaging Appex. However, their internal structure was highly complex with multiple sales teams operating in parallel, fragmented data sources, and disconnected systems across departments. Teams lacked a unified view of customers and processes required excessive manual effort. Despite having Salesforce in place, the organization wasn't fully capitalizing on the platform's capabilities.



Fit with Salesforce



- Sales Cloud provided the foundation for scalable sales processes across diverse business units.
- Marketing Cloud enabled targeted, automated communication for events, media products, and subscriptions at scale.

With the right architecture and implementation, Salesforce could become the single, connected operating system for the entire organization.



How Appex Helped

- Built a fully custom and automated Subscription management module to manage new sales and renewals.
- Integrated Salesforce with their e-commerce storefront and their ERP (Entersoft) for real-time alignment across sales, billing, and product data.
- Continuously added new automations to reduce repetitive tasks within Sales Cloud.
- Collaborated with the Boussias database team to unify scattered data into a consistent, reliable source.
- Designed and executed a multi-month training and adoption plan for all departments.



The Result

Boussias now operates on a unified Salesforce setup with cleaner data, connected systems, and significantly improved team productivity. Sales and marketing activities run more efficiently, reporting is clearer, and repetitive tasks are largely automated—giving teams more time to focus on revenue-driving work and supporting the company's continued growth.