

GA Expertise – Streamlining Salesforce for Global Manufacturing Engineering

Client Overview

GA Expertise is an integrator in the vegetable oil industry, designing and delivering complete palm oil production systems across Latin America. Operating across **9 countries**, they rely on Salesforce to align complex processes, manage global teams, and make informed decisions.

Industry

Manufacturing Integration

Engagement Type

Ongoing Managed Services

The Turning Point

After years of bouncing between underperforming partners, GA Expertise needed a team that truly understood their niche business model. Internal admin capacity was limited, and Salesforce had grown cluttered with outdated automations, inconsistent workflows, and poor reporting. They turned to Equals II for a long-term, scalable solution.



Global Manufacturing Integration



Equals II's Solution

Equals II brought structure, clarity, and long-term thinking to GA Expertise's Salesforce ecosystem. Our managed services model combines ticket-based delivery with strategic guidance, weekly prioritization calls, and proactive support across automations, data, and reporting.



Automation Cleanup

Streamlined outdated, redundant workflows and introduced best practices.



Reporting Overhaul

Delivered dashboards and tools that empower decision-making and accountability.



UI Enhancements

Improved user experience for internal teams



CPQ Evaluation

Reassessed usage and long-term fit of Salesforce CPQ module.

User Enablement & Collaboration

Through consistent weekly calls and scoped ticket reviews, Equals II enabled GA Expertise to manage scope, prioritize the right work, and build confidence across the team. Our communication flow fosters more than just task completion—it's a trusted partnership with shared milestones and real connection.

Efficiency

Key internal processes are now clearer, faster, and aligned with business logic.

Decision-Making

Reporting upgrades support stakeholder accountability and customer communication.

Client Satisfaction

CSAT: ★★★★★; contract renewed for a third time, and expanded for 2025.

Cost Savings

Eliminated the need for a full-time Salesforce admin.

Client testimonials

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“Equals II really fit that role very well for us. You understand our business, you're responsive, and it's a good model for us.”

— **Hugues Poschelle, CEO**



Flexibility

Scale support as needed



Responsiveness

Addressing urgent needs



Cost-efficiency

Through offshore delivery



Quality

Rivals full-time internal teams

Conclusion

GA Expertise continues to grow with confidence in their Salesforce platform—now streamlined, better aligned with business operations, and supported by a team they trust. As their integration projects expand across Latin America,

Equals II remains a committed partner, delivering strategic support, scalable solutions, and the peace of mind that their Salesforce environment will always evolve with them.

Together, we're building the foundation for smarter, faster, and more connected operations.

