



FOREFRONT



salesforce

ForeFront B2B Commerce Dealer Portal

ForeFront and Salesforce B2B Commerce offer a single pane of glass for better engagement, powerful automation, greater visibility and valuable insight.

Your old dealer portal is hurting your bottom line. Here's how: An old-tech, awkward-to-use portal impedes (and even prevents) purchases, frustrates your customers and, in general, makes it difficult to do business with your company.

What's more, without a sophisticated, integrated solution, your people must re-enter data in the cases, quote and order phases. Your managers lack analytics and critical insight. And dealers are unable to see all their assets and asset-related information.

The only thing worse than a bad dealer portal is no portal at all. Without an online access point to your products, services and support, purchases and every interaction must be conducted via email and phone. And your sales reps also must handle configuration. That's no way to sell.

Our **ForeFront B2B Commerce Dealer Portal** goes far beyond basic ecommerce by offering a complete, efficient and sophisticated experience for your dealers, and a single location for virtually every interaction, including customer service, case management, warranty management, returns/exchanges and rebates.

With a ForeFront B2B Commerce Dealer Portal, you get...

- A single online location for all interactions.
- A clean, simple user interface that drives sales.
- A centralized data structure (integrated with your ERP) to ensure your data flows from phase to phase and across your organization.
- Integration with CPQ to enable customer configuration.
- Actionable analytics that offer insight and the opportunity to find efficiencies.





Centralized data
structure

Faster, easier and
better CPQ



Better dealer
buying experience

Advanced,
actionable analytics



One location for
all interactions

In addition, our ecommerce projects utilize an advanced asset-based structure to manage the product lifecycle from end-to-end – a strategy that enables us to build solutions that offer your dealers...

- An asset-based replacement parts catalog
- Detailed asset history and case history
- Complete asset information, including purchase documents and manuals
- Detailed warranty information, including claims and registration


Break through and create an exceptional buying experience with a modern, sophisticated portal solution. **Get the capabilities you need now with a ForeFront B2B Commerce Dealer Portal.**

ForeFront delivers: Mobility vehicle manufacturer

A manufacturer of wheelchair-accessible vehicles needed to transform and accelerate its highly manual configuration-and-purchasing experience for dealers and other partners. This lack of self-service capability made the buying journey complicated, slow and frustrating.

ForeFront solved these challenges and digitally transformed the purchasing process with a solution that combined the advanced ecommerce capabilities of Salesforce B2B Commerce Cloud and the product configuration and order management toolsets of Salesforce CPQ. In addition, the Salesforce platform connected sales, order management, service and a partner loyalty program into a single, highly scalable, integrated workflow.

The result: an easy-to-use, self-service order/configuration dealer portal, and a streamlined, significantly more efficient purchasing process.



**A modern
dealer portal
will accelerate
configuration
and drive
increased sales.**

Get more information.

To learn more about **ForeFront B2B Commerce Dealer Portal**, contact:



Chris Cook

VP, Global Sales & Manufacturing Practice
ccook@forefrontcorp.com
412-849-8269



Brian McCray

VP, Salesforce Practice (B2B/CPQ)
bmccray@forefrontcorp.com
732-768-5103



Jobey Knapton

Account Executive
jknapton@forefrontcorp.com
304-919-1464



Tom Crincoli

Account Executive
tcrincoli@forefrontcorp.com
732-779-7464

Salesforce Expertise and Integration Excellence

ForeFront is a global systems integration firm that provides a broad range of solutions utilizing the Salesforce Automotive Cloud, Manufacturing Cloud, Revenue Cloud, Service Cloud, Commerce Cloud and Experience Cloud.

Our strong experience and deep knowledge of the Salesforce multi-cloud platforms give us the ability to solve complex challenges in the manufacturing, automotive, energy, healthcare/ life sciences, consumer packaged goods, media and technology/software industries.

With offices across the United States and Europe, we work every day to keep our market-leading client companies at *the forefront*.

To learn more about our services, go to

[ForeFrontCorp.com](https://www.ForeFrontCorp.com)

