



ForeFront Accelerator and Salesforce B2B Commerce Quickly Deliver Advanced Ecommerce Capabilities to Flexco

Flexco, a Downers Grove, Ill., manufacturer of conveyor fastening systems, components and parts, needed to upgrade its ecommerce capability for sales reps, distributors and customers. Clearly, there was potential for growth: The existing solution accounted for just 20% of sales.

Flexco chose ForeFront to implement the project because of its B2B commerce expertise, familiarity with the company and its systems, and its recent successful implementation of a sophisticated field service solution.

Challenge

The company's ecommerce capability was virtually unusable: 70% of U.S. orders had to be manually entered, and 100% of international orders. Inventory information was not available to distributors. And product data was inadequate, making it difficult to select the right product. Success required a complex integration with Infor LN ERP and a PIM application.

Solution

ForeFront used the pre-built processes from its Accelerate for B2B Commerce offering to deliver an advanced solution that offered a seamless buying experience and a number of critical new capabilities, including sophisticated order management, account management, catalog management, inventory management, shipping management, real-time pricing, unique pricing, complex quoting, and multi-lingual/multi-currency.

Results

The fast-to-value Salesforce solution, which included a modern front-end, delivered a better, easier buying experience, which has resulted in larger average order size and increased revenue. What's more, Flexco gained a number of critical new capabilities that offer greater efficiency, improved customer service and valuable management insight.

Follow-on project for conveyor maker utilized several Salesforce technologies to offer customers, distributors and sales reps an easy, seamless online buying experience.



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