



B2B Commerce  
Sales Cloud  
Service Cloud  
Manufacturing Cloud

**shorr** | **FOREFRONT**

## Shorr Packaging Invests in Multiple Salesforce Solutions to Modernize Every Aspect of Operations – and Enable Growth

**Shorr Packaging Corp., an Aurora, Ill.,-headquartered manufacturer of packaging, packaging supplies, packaging equipment and services, operates in an “old-school” industry. But its management understood that old technologies, spreadsheets, paper processes and standalone applications were holding the company back in today’s increasingly competitive marketplace.**

### Challenge

The necessary (and difficult) challenge was clear: modernizing virtually every phase of operations. Existing systems had to be replaced, new capabilities had to be implemented, and the new solution had to meet the fast-changing expectations of customers and the ever-expanding needs of management. To achieve its goals, Shorr invested in multiple Salesforce tools.

### Solution

The all-encompassing, multi-year effort began with a B2B Commerce Cloud solution to replace an old, vulnerable ecommerce system, and continued with a series of implementations: Sales Cloud and CRM for improved sales management and reporting, Manufacturing Cloud for improved processes, and Service Cloud to streamline and improve customer interaction. Work will continue with Salesforce Order Management, Tableau analytics and other solutions. And Shorr has hired internal resources to support all its Salesforce solutions.

### Results

With locations across the United States, Canada and Mexico, Shorr says Salesforce is the key to the privately held firm’s long-term growth. And each implementation delivers new capabilities and drives additional implementations, with the goal of creating a true Customer 360 experience.

Old technologies, spreadsheets, paper processes and standalone applications were holding the company back. A series of Salesforce implementations is adding capabilities and driving revenue.



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