



**MASTER<sup>®</sup>  
BUILDERS<sup>®</sup>**  
SOLUTIONS

## BUILDING BETTER ECOMMERCE EXPERIENCES

FOREFRONT DELIVERS SALESFORCE B2B STOREFRONT, SAP ERP INTEGRATION UNDER TIGHT DEADLINE

### Overview

Master Builders Solutions (MBS), a global leader in construction chemicals, has a broad product catalog, extensive pricing rules housed in SAP, and multiple customer roles involved in purchasing. They sought a modern, integrated B2B storefront that would improve the customer experience and give sales teams greater visibility and control.

### Challenge

MBS faced a non-negotiable go-live deadline, dictated by the sunset of their legacy ecommerce platform, Hybris. The migration to a new solution needed to be completed in less than three months... without disrupting business operations or compromising data integrity. This was no small feat: MBS needed complex, real-time pricing integrations with SAP to facilitate pricing logic and invoice retrieval. They also required custom user management features tailored to a layered account hierarchy.

### Solution

ForeFront drew on deep B2B Commerce and integration expertise to guide critical decisions and architect real-time SAP connections for pricing and invoicing directly in the MBS storefront.

To meet MBS's sophisticated business needs, the team also developed several custom features, including role-based user management, a cart approval process, and collaborative cart functionality. Order processing was fully centralized in Salesforce, replacing legacy tools and improving visibility for both customers and internal teams. These enhancements reduced ordering errors, improved approval workflows, and provided more control over multi-site purchasing needs.



B2B Commerce on Experience  
Cloud  
Sales Cloud



**FOREFRONT**



Integration

**73%**

Percentage of B2B buyers that expect  
great purchasing experiences, not just  
great products.



### Outcome

MBS customers have a faster, more accurate, and more transparent purchasing experience. Internal sales reps now place orders directly within Salesforce, eliminating manual steps and consolidating processes onto a single platform.

ForeFront understands the needs of process manufacturers and their customers. Ask about our Salesforce solutions that simplify ordering, strengthen customer relationships, and connect to core systems.

**ForeFront**  
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provider keeping market leaders at the forefront.  
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accelerate global digital business transformation.  
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