



POWERING MASTER BUILDERS' 3-ORG MIGRATION IN RECORD TIME

FOREFRONT DELIVERED A COMPLEX, HIGH-RISK SALESFORCE MIGRATION AHEAD OF SCHEDULE

Overview

Master Builders Solutions (MBS) is a global leader in construction chemicals for the building industry. With teams operating across North America, Europe, and Asia-Pacific, the company relies on Salesforce to manage its commercial operations and customer engagement.

Challenge

After divesting from its parent company, MBS was given a strict one-year deadline to transition to a new Salesforce instance. However, until ForeFront scoped the project, they didn't realize the transition would require far more than simple configuration changes: MBS needed to migrate their North America, Europe, & Australia/New Zealand Salesforce organizations into a new, unified instance. This would require a full data migration and strict compliance with GDPR regulations.

A major competitor estimated 8–10 months and high costs, but MBS needed a partner who could move meet their strict "lights off" deadline, protect data integrity, and deliver without disruption.

Solution

ForeFront's proprietary Maestro tooling was used to assess metadata and evaluate dependencies across all three orgs. Object relationships were mapped to preserve data integrity, and each org was sequenced and migrated based on volume and complexity.

For the EU region, a virtual machine ensured GDPR compliance by keeping data within the appropriate jurisdiction. The entire migration was planned, executed, and validated without interrupting business operations.



83%

Rate of failure for data migration projects (Gartner)

100%

ForeFront's data migration success rate



Outcome

The migration was completed ahead of schedule. All three orgs are live in the new environment, and Salesforce data continues to support global teams across sales, service, and field operations.

ForeFront's deep experience with manufacturing clients helped ensure every nuance was addressed. Ask how we help teams navigate Salesforce migrations with speed and accuracy.

ForeFront
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