



CPQ WITHOUT REINVENTING THE WHEEL

FOREFRONT'S PRACTICAL APPROACH TO CPQ ENABLES FAST, ACCURATE QUOTING FOR SUPERIOR TIRE

Overview

Superior Tire & Rubber Corp is a Pennsylvania-based manufacturer specializing in polyurethane and rubber industrial components for the transportation and material handling industries.

With a small, efficient team, Superior Tire needed to modernize their sales process without adding complexity. Their primary goals: reduce quoting time, improve consistency, and enable internal teams to own the system post-deployment.

Challenge

The sales team's quoting process was inefficient, inconsistent, and dependent on internal knowledge. Without a unified CPQ tool, Superior Tire faced mounting frustration, increased technical debt, and an unscalable sales process. They needed a partner to guide their implementation without overengineering it.

Solution

ForeFront brought deep CPQ and manufacturing expertise to the engagement. Our team worked closely with Superior Tire to ensure the solution was right-sized to their needs and future-proofed for long-term success.

Salesforce CPQ was deployed on top of the existing Sales Cloud instance, using declarative configuration and minimal customization. This approach enabled faster delivery, ensured alignment with best practices, and set the customer's internal team up for successful post-launch ownership. Core features include approval workflows, margin visibility, contracted pricing, and sales-driven quoting automation, all delivered in less than three months.



Salesforce CPQ
Sales Cloud



FOREFRONT



Implementation



Integration

121%

Average Return on Investment for
CPQ Deployments:



Outcome

The CPQ solution delivered measurable gains in quoting speed, accuracy, and productivity. With a streamlined interface and automation, sales reps now spend less time configuring quotes and more time closing deals and securing recurring revenue.

By focusing on usability, scalability, and concrete business needs, ForeFront delivers CPQ solutions that help manufacturers quote faster, reduce errors, and make better pricing decisions.



ForeFront

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732.212.0800 | forefrontcorp.com



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