



## KAWASAKI ENGINES POWERS DEALER SUCCESS WITH FOREFRONT AND SALESFORCE COMMERCE & AGENTFORCE

### Overview

Kawasaki Engines is a leading global manufacturer of general-purpose gasoline engines, serving thousands of dealers across the U.S. and powering equipment used by customers worldwide. They needed a partner who could integrate complex systems, solve longstanding challenges, and provide the strategic direction to build a platform for long-term growth.

### Challenge

Kawasaki’s dealer commerce experience relied on disconnected systems and a legacy, highly customized LANSA ERP that was difficult to integrate with modern platforms. Customer Care teams manually entered a large portion of dealer orders — a time-consuming and error-prone process that led to rework, delays, and poor visibility. System changes were slow and risky, making it difficult to respond to inventory shifts, pricing updates, or market demand. Dealers could not save carts, and complex stocking orders often took hours to complete. They needed a more modern commerce platform.

### Solution

ForeFront replatformed Kawasaki onto **Salesforce B2B Commerce** and integrated it with LANSA ERP — a challenge that had stalled other partners. Dealers can search parts, upload large orders, save carts, and complete transactions faster. An **Agentforce-powered Service Agent** provides instant, inventory-aware answers. ForeFront’s strategic guidance on **Service Cloud Voice** helped Kawasaki stabilize their existing system and align Salesforce capabilities with long-term business goals. This combination of technical execution and advisory support has positioned Kawasaki to scale future Salesforce initiatives with confidence.



Agentforce  
Service Cloud  
Service Cloud Voice  
B2B Commerce



Implementation  
**LANSA** ERP Integration

- \$6.5M** Revenue generated in 90 days
- 4X** Increase in average order value (\$100 to \$450)
- 1,000+** Site visits per week, with hundreds of unique daily logins



“From engagement with our business teams to communications with the technical teams, ForeFront has shown us time and again that we made the right choice.”



- Tony Gondick, Senior Manager, IT Business Strategy

### Outcome

Kawasaki’s new commerce platform quickly exceeded expectations. Features like saved carts and improved search have reduced abandoned transactions, while better cross-sell and bundling capabilities are driving larger order sizes. Manual order entry has been reduced, errors have decreased, and complex stocking orders can be completed in minutes. With Salesforce and LANSA working together, Kawasaki now has a scalable foundation to support its dealer network, improve efficiency, and continue expanding its digital commerce capabilities.



#### ForeFront

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