



**OSF** | DIGITAL



# IMPLEMENTING SOLUTIONS FOR BETTER SALES EFFICIENCY

OSF Digital – Fit Foods

# ABOUT FIT FOODS



Fit Foods is a growing company that manufactures and distributes a wide range of healthy lifestyle and sport nutrition products and supplements to over 70 countries. The company distributes various brands to channels worldwide, including health stores, natural grocers, gyms, sports stores, grocery stores, pharmacies, and convenience stores.

Fit Foods employs over 100 workers, boasts its own Natural Health Products NHP site-licensed manufacturing facility, and holds a Canadian Food Inspection Agency CFIA site manufacturing license for export.

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# FIT FOODS'S CHALLENGES

Growing company struggles with operational agility

Fit Foods used SAP software and Excel spreadsheets to perform customer relationship management (CRM) tasks. Relying only on manual and disjointed processes prevented them from connecting sales and planning to increase visibility to their opportunity data and forecasting ability. This would eliminate silos, enhance data-capturing, and speed up the sales process.

1

## **New focus on generating and analyzing customer intelligence**

Fit Foods focused on driving revenue without applying enough resources to capturing data, leaving them without a complete view of the business and unable to make fast decisions.

2

## **Informed product planning with deeper first-party data**

They needed reliable insights so they could better inform their manufacturing and inventory management departments.

3

## **Better tools to streamline operations and increase sales**

They needed the ability to collaborate easily across departments and solidify their sales process.

# OSF'S SOLUTION

## Salesforce Manufacturing Cloud & Analytics

OSF implemented Salesforce Manufacturing Cloud, an intelligent cloud solution that will enable Fit Foods to capture a complete picture of new opportunities.

With greater visibility into the business, and the company will gain deeper demand forecasting, analytics, and inventory management insights that can optimize and standardize their processes.

Streamlined processes will provide Fit Foods a deeper understanding of their internal operations. Meanwhile, connected, harmonized data will allow users to engage across the value chain and deliver data-driven demand.

### Technologies Used

 Intelligence

 Intelligence Advanced Reports

 Manufacturing Cloud Corporate

 Personalization Premium

 Premier Success

 CRM



# OSF'S SOLUTION

## Salesforce Manufacturing Cloud & Analytics

OSF Digital provided end-to-end services to Fit Foods in 2 phases:

### Phase 1: Optimizing sales for Canada and the US

- Implementation
- Data migration to help them streamline operations with:
  - ✓ **Higher** workflow efficiency
  - ✓ **Actionable** insights
  - ✓ **Better** revenue management with unified data

### Phase 2: International sales

- Post-implementation support where OSF adapted the technology to ensure it is tailored to their needs, fits their objectives, and drives the greatest possible benefits.
- Out-of-the-box tools to provide Fit Foods deeper insights, including forecasting targets, gross margin prediction accuracy, and visibility into every SKU.



Manufacturing Cloud enables Fit Foods to run a modernized commercial operation with better visibility into their inventory .

## RESULTS

- ✓ Automated data-capturing processes
- ✓ Integrated sales and revenue management onto a single platform
- ✓ Improved forecasting and collaboration with Sales
- ✓ Live visualization of customer insights
- ✓ Full understanding of forecasting and business analytics
- ✓ Informed product planning and inventory management

## EXPECTED RESULTS

- Improved sales performance
- Reduced revenue leakage
- Live visualization customer insights
- Detailed overview of the business



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**THANK YOU!**

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