

SUCCESS STORY

Multinational Organization
in Industrial
Manufacturing

VALUE DELIVERED

- ✓ OSF Digital contributed deep expertise in Salesforce Revenue Cloud and B2B Commerce solutions while helping define a **long-term transformation roadmap**.
- ✓ Through close collaboration during the pre-sales and **solution-design phases**, OSF helped build confidence in both the strategic direction and the technology approach.



OSF | DIGITAL

Unifying B2B Commerce Experience to Modernize Ordering, Subscriptions, and Customer Self-Service

Customer Profile

Our customer is a **leading multinational organization** operating across multiple industrial sectors, including aerospace, defense, industrial manufacturing, and financial services. They manage a complex portfolio of products, services, and technical publications.

Challenge

Fragmented systems and inconsistent ordering and purchasing processes for its aviation technical publications, resulting in:

- ✓ **Heavily manual**, swivel-chair processes for order fulfillment, returns, credits, post-order support servicing, and renewals.
- ✓ Fragmented databases with **disconnected workflows** that limit scalability.
- ✓ **Delayed order fulfillment**, which blocks sales process modernization and creates a reliance on IT.
- ✓ Potential **billing inaccuracies**.
- ✓ High **administrative overhead**.
- ✓ Restricted customer visibility.
- ✓ **No self-service tracking** portal or automated status emails for customers.

Outcome-Driven Solution

OSF Digital implemented a unified **ecosystem leveraging Salesforce Agentforce Revenue Management and B2B Commerce**, with MuleSoft integration.

The solution consolidated legacy experiences into a modern platform that enables:

- ✓ Migrated **40,000 SKUs**: unified digital purchasing with automated subscription quoting, pricing, ordering, and renewals.
- ✓ **Secure account management** and user access controls.
- ✓ Consolidated order history, tracking, and subscription visibility through **a seamless integration** between Salesforce and SAP.
- ✓ **Multi-entity and multi-location** account support.
- ✓ **Personalized experiences** based on user roles and preferences.
- ✓ **Enhanced security**, compliance, analytics, and reporting capabilities.

Customer Adoption

- ✓ The new platform supports **multiple customer stakeholders** involved in purchasing, subscription management, and account administration.
- ✓ OSF helped drive adoption through the implementation of a **consolidated user experience** that simplifies purchasing, improves visibility, and enables self-service capabilities.

Commerce process automation

Replaced manual, disconnected workflows with automated commerce operations, reducing administrative effort and enabling scalability

Self-service & visibility

Delivered a centralized customer experience with real-time access to order history, subscription status, and account information

PRODUCTS

Agentforce Revenue Management

B2B Commerce

MuleSoft