

SUCCESS STORY

Hardware & Construction
Materials Manufacturer

VALUE DELIVERED

- ✓ OSF served as both a strategic advisor and delivery partner, helping the organization **modernize customer-facing operations**.
- ✓ Built a scalable foundation for **future growth**.
- ✓ Beyond implementation, OSF streamlined and **unified processes** across multiple systems.
- ✓ Enabled **AI-driven productivity** and supported ongoing platform evolution and enhancements.



OSF | DIGITAL

Transforming Commerce, Sales, and Marketing with a Connected Salesforce Ecosystem

Customer Profile

Our customer is a **manufacturer and distributor of hardware**, building materials, home improvement products, workplace safety equipment, and automated retail solutions.

Challenge

- ✓ Legacy commerce environments and disconnected systems created **complexity across regional operations** and customer experiences.
- ✓ Sales teams **lacked a unified CRM** platform, KPI visibility, and tools to support data-driven selling and territory management.
- ✓ Customers had **limited self-service** capabilities and restricted visibility into account and order information.
- ✓ Marketing teams relied on basic automation and **wanted to expand customer engagement** through more personalized, scalable journeys [and AI-powered capabilities](#).

Customer Adoption

- ✓ Sales, commerce, and marketing teams adopted the new platform to **manage customer relationships**, digital commerce experiences, and personalized engagement programs.
- ✓ OSF supported adoption through onboarding, journey migration, platform modernization, integration enablement, and **ongoing managed services**.

Outcome-Driven Solution

- ✓ [Commerce modernization](#) through Salesforce **B2B Commerce**, consolidating legacy regional storefronts into a single experience and enhancing customer self-service.
- ✓ Sales transformation with **Sales Cloud, Salesforce Maps, and Einstein for Sales**, enabling sales teams to track KPIs, optimize territory planning, and adopt a more guided approach to selling.
- ✓ Marketing optimization through [Marketing Cloud Next](#), including SMS engagement, migrated and redesigned customer journeys, advanced segmentation, and personalized communications based on customer behavior and preferences.
- ✓ Connected business operations through **MuleSoft**, **linking ERP**, product, pricing, inventory, order, and customer systems to create a seamless flow of real-time information across the organization.
- ✓ AI-powered engagement and productivity through Marketing Cloud Next agents and **Salesforce intelligence** capabilities to streamline campaign execution, improve targeting, and reduce manual effort.

- ▶ **35% reduction in marketing effort**
Marketing automation and optimized customer journeys
- ▶ **15% increase in customer engagement**
Higher cart recovery and repeat purchases
- ▶ **Improved conversion performance**
Sales effectiveness through personalization, automation, and data-driven insights

PRODUCTS

B2B Commerce

Einstein

Sales Cloud

MuleSoft

Marketing Cloud Next