

OSF | DIGITAL



POSITIONING TOA FOR GLOBAL EXPANSION AND GROWTH WITH A MULTI-CLOUD SOLUTION

ABOUT TOA

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TOA Corporation is a specialist manufacturer of sound equipment for commercial and professional use and video equipment such as security cameras. Since its founding in 1934, TOA has grown from its headquarters in Japan to include offices worldwide. The company supplies products to more than 120 countries around the world.



TOA'S CHALLENGES

Grow and expand its market globally while building regional growth

TOA's digital transformation journey started in 2019. As the brand's expansion continues both regionally and globally, they focus on strengthening their commerce ecosystem.

The brand was looking to establish seamless systems that would enable them to optimize its sales processes, increase ROI, and build a 360-degree view of its customer database. Their goal: to create a holistic view globally while navigating diverse needs specific to their regional audiences.



TOA'S CHALLENGES

Needed automated platforms, a complete view of customers, and digital growth

TOA relied on a manual B2B sales process and didn't have a CRM system in place. They wanted to expand their database, optimize digital performance, and increase customer retention with these goals:

- ✓ Deflect customers from traditional communication channels like phone, fax, and email
- ✓ Centralize and easily track sales records in a single place
- ✓ Automate the labor-intensive manual tasks in the sales process
- ✓ Optimize sales funnels and increase revenue



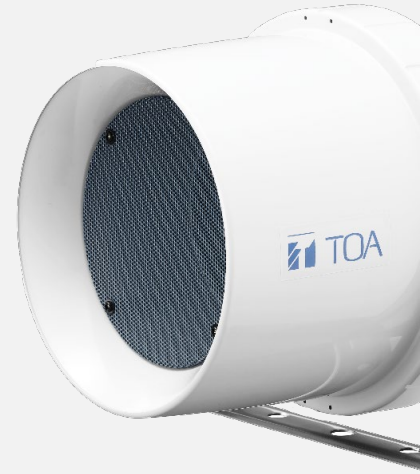
OSF'S SOLUTION

Developing multi-country growth strategies to enhance customer satisfaction

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OSF Digital delivered a multi-cloud solution that could be easily enriched with other features. In parallel, we found the best-suited solutions for the US and other countries in the Asian market. Salesforce Clouds are used individually in each country for now. Future integrations of various clouds are planned.

- ✓ Implemented Salesforce B2B Commerce on Lightning Experience in the US
- ✓ Implemented Salesforce Sales Cloud in Singapore, Thailand, Vietnam, Malaysia & Transnational Sales (Global Sales). Integrated Salesforce Sales Cloud with SAP.
- ✓ Implemented Pardot in Singapore



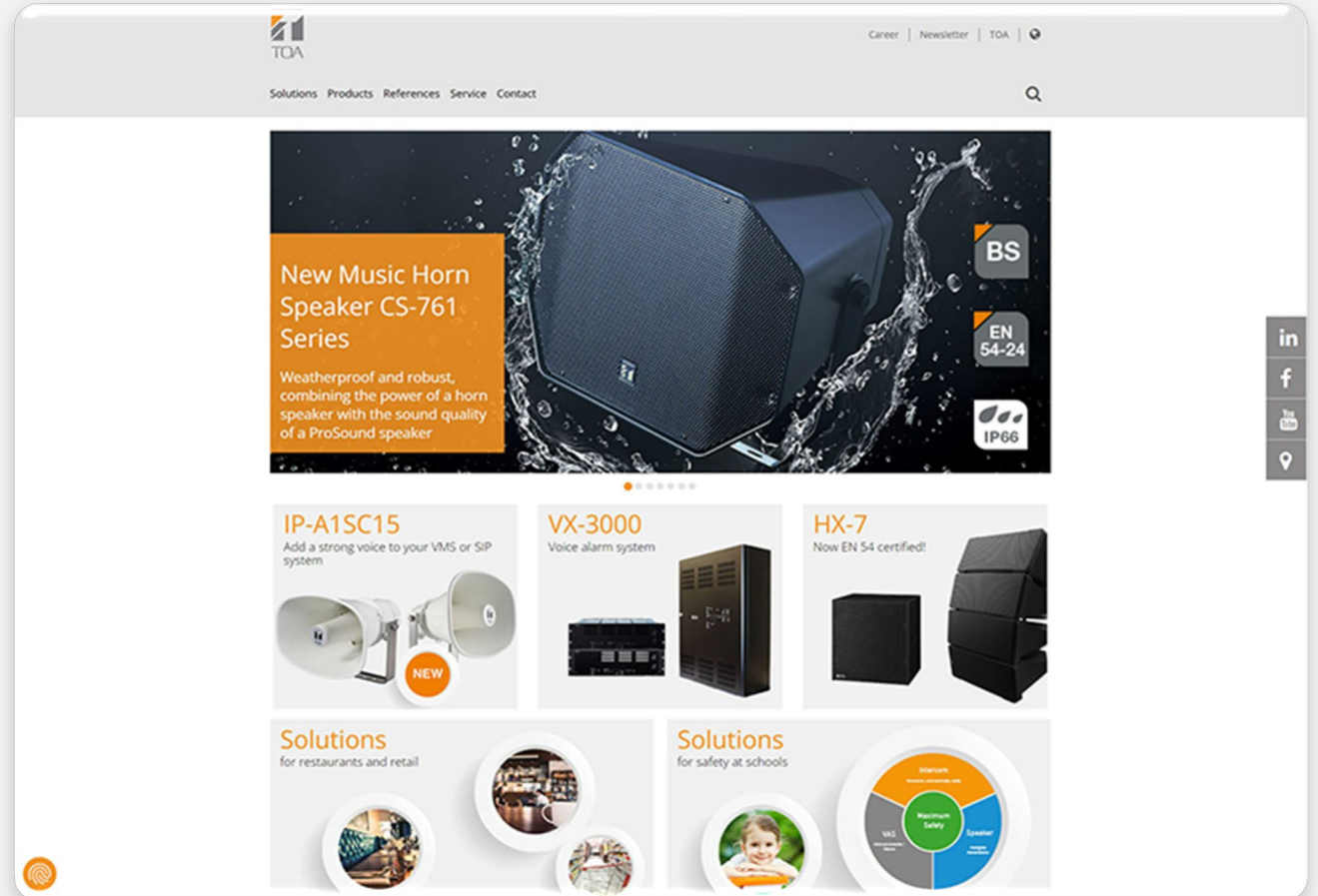
OSF'S SOLUTION

A unified approach to a global presence with Salesforce B2B Commerce on Lightning Experience

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It was crucial to have a unified customer experience in all TOA's markets. The standard global template for their website was changed according to the proposed updates, and all custom components were deployed in the regions where TOA operates.

The Lightning Experience was added to optimize operations, build apps fast and efficiently, and increase productivity within the sales team.



OSF'S SOLUTION

Custom enhancements and improved UX

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OSF implemented several custom functionalities to TOA's global B2B Commerce platform to improve the user experience, especially during checkout.



BULK BUYING

for store buyers to fill out their product and quantity request



MULTIPLE CHECKOUT FLOWS

for separate scenarios and additional shipping methods



QUICK ORDER

with an easy search for products



NEW CUSTOM STATIC PAGES:

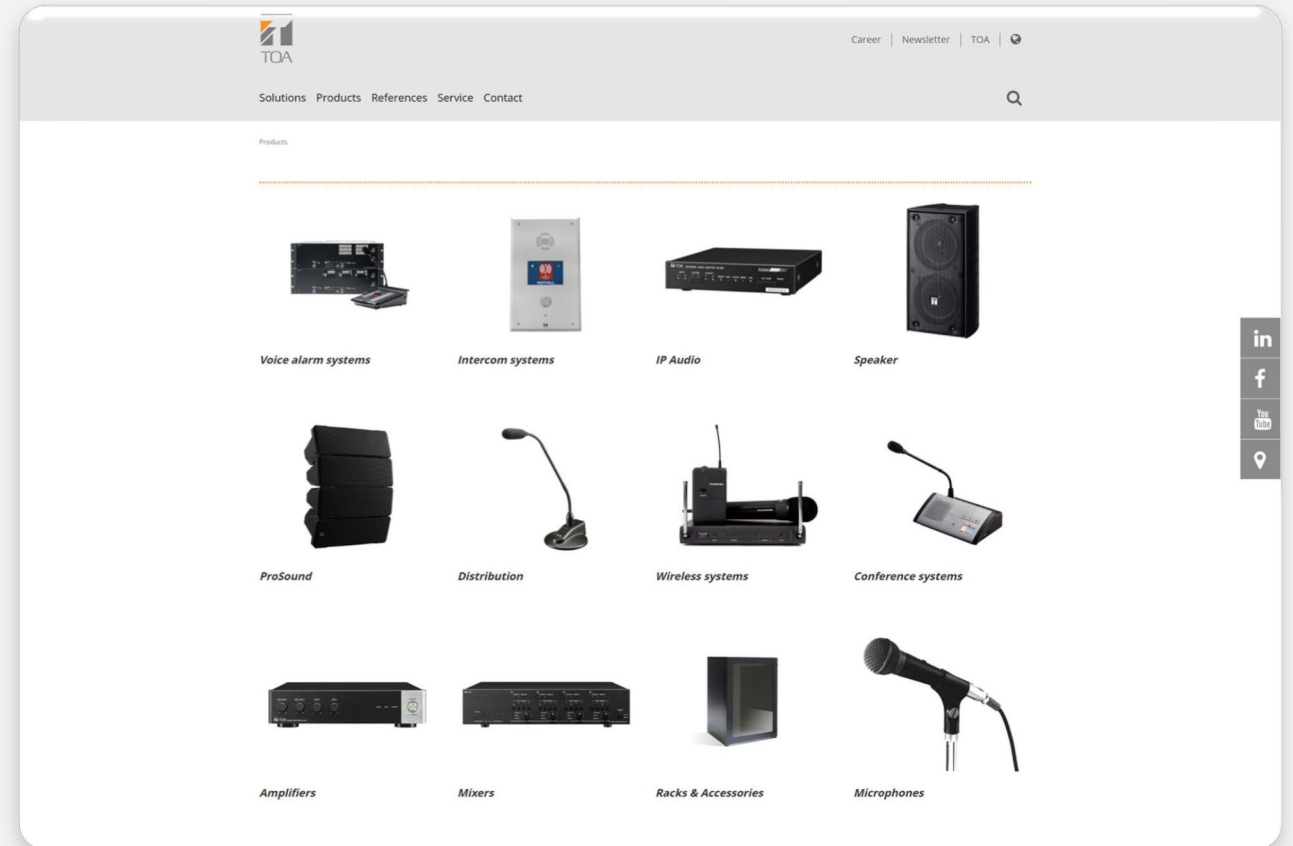
- T&Cs
- Contact us page
- Privacy statement
- Warranty information

OSF'S SOLUTION

Developing a feature-rich platform with advanced functionality

OSF implemented Sales Cloud functionalities to help TOA increase sales and find customers faster.

Salesforce Cloud brings many critical benefits with operations ranging from sales data to customer base expansion or cost-effective solutions.

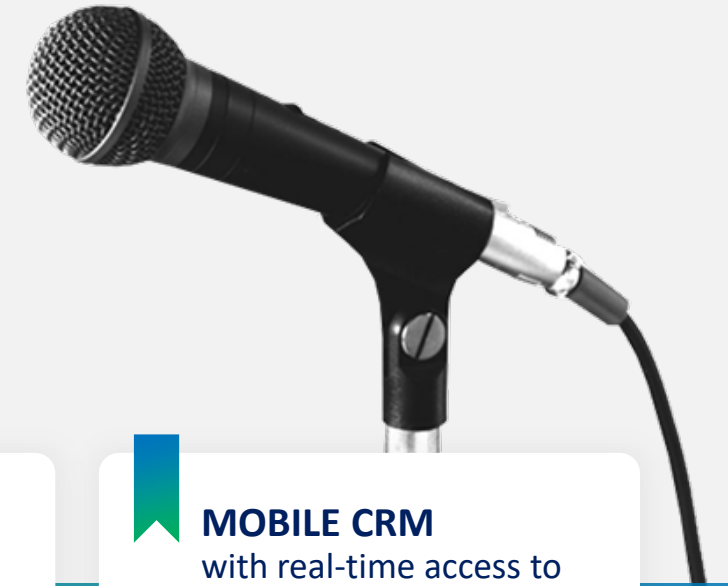


OSF'S SOLUTION

The ultimate CRM software features to make TOA a top performer

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By implementing Salesforce Sales Cloud, OSF enabled the following capabilities:



PROCESS AUTOMATION
to design and automate sales assignments and quote generation processes

LEAD MANAGEMENT
to efficiently track leads and customer interaction to convert more opportunities

REPORTS AND DASHBOARDS
to seamlessly and effectively check the status and performance of sales progress

MOBILE CRM
with real-time access to the pipeline, customer profiles, and sales opportunities

OSF'S SOLUTION

Meaningful connections and personalized journeys for better business performance

OSF implemented Pardot to help TOA generate more pipeline and strengthen sales. Pardot is ideal for B2B automation, blurring the lines between marketing and sales.

Pardot speeds the sales cycle and helps TOA increase leads with in-depth data about prospect activity. Marketing automation is enhanced with enriched templates and email campaigns to drive customer engagement, while management is enlightened on the customer journey, from click to closed deal.



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OSF'S SOLUTION

A 360-degree view of the customer, more pipeline, and more sales

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OSF integrated Pardot:

PARDOT for sales funnels based on trusted leads and the right marketing tools to keep customers engaged

With Pardot, TOA gets:

- Automated marketing
- Dynamic content
- More deals and leads synchronized with Sales Cloud
- A connected relationship with the customers and their activity



OSF'S SOLUTION

OSF Digital provided additional training for Sales Cloud, Pardot, and B2B

OSF DIGITAL

Rising far above expectations

Due to TOA's technical dependency, the OSF B2B delivery team offered further support for the manual export/import of crucial data configurations despite not being in the original SOW. Not only did we invest time in training for B2B, but also Salesforce Sales Cloud and Pardot.

We provided additional consultancy and training to onboard TOA's teams to the Salesforce ecosystems. We considered this to be a valuable time investment because we believe in the technology's benefits and wanted them to get familiar with and use it to its full potential to maximize results.

We also focused on an efficient team governance method. Given our global coverage, our local teams implemented the solution and offered support in each region.

RESULTS

OSF's solution empowers TOA to get closer to global digitalization

The work performed by OSF empowers TOA US, Singapore, Thailand, Vietnam, Malaysia & Transnational Sales (Global Sales) to benefit from Salesforce Clouds in various areas, such as:

UNIFIED VIEW ON CUSTOMERS

Building digital readiness with a 360° consolidated view of all customer data in one place, integrating multiple channels and systems, to be in tune with modern, digitally-savvy users.

REAL-TIME VISIBILITY OF THE SALES PROCESS

An optimized purchase journey with personalization for the customers and updated internal sales processes to benefit the company's objectives. Better product planning and marketing.

FUTURE SCALABILITY

Building a solid platform that can handle changes and real-time upgrades in customer data, providing the best user experience.

REDUCING COSTS

Enhanced digital marketing with a unified sales infrastructure is cost-effective and makes teams self-sufficient.

REDUCED LABOR COSTS

A shift to digital frees up labor resources, with fewer employees needed even with more orders. They can focus on important things rather than data entry with enhanced automation. In turn, this frees up more resources.

IMPROVED & CONNECTED DATA

Enhanced visibility on customer data — from contact and address details to a complete list of ordered products. Essential data stays in sync and is integrated with back-end systems, leading to customer-base expansion.

CROSS-BORDER SALES & MODERNIZED CHANNELS

Deflection of customers from traditional communication channels, allowing a streamlined and data-led process. Developing a cross-border sale system with a database from all over the world.



TOA GLOBAL SOLUTION MAP



TOA's journey is in progress with more Salesforce Sales Cloud rollouts in various locations all over the world:

CANADA ●

 USA ●

THE NETHERLANDS ●

UK ●

FRANCE ●

GERMANY ●

POLAND ●

RUSSIA ●

UAE ●

INDIA ●



THAILAND ●

CHINA ●

TAIWAN ●

HONG KONG ●

VIETNAM ●



MALAYSIA ●



SINGAPORE ●

INDONESIA ●

SOUTH AFRICA ●

JAPAN: TOA HQ ●

TESTIMONIAL

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Our Work Through The Eyes Of Our Clients

The goal of TOA was to digitalize the company. We wanted to gain a 360° view of our customers and provide a B2B platform that makes navigation and shopping flow seamlessly. We were looking to modernize and automate our existing systems to leverage the power of our customer data to get a real-time view of our business process. We wanted to reduce costs and build more efficiency within internal sales and management teams. TOA has selected OSF Digital as our partner, in order to achieve system roll-out to sales companies located around the world. TOA believes that OSF Digital will continue to be a leading company in the Salesforce Platform.

UEDA AKINORI

Information System Dept. General Manager, TOA Corporation

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THANK YOU!
