rSTAR TECHNOLOGIES

Unlocking the Power of Salesforce Manufacturing Cloud for Smarter Forecasting and Sales

CASE STUDY

Overview

Our client, a global manufacturer of electrical and fiber optic interconnectivity solutions, faced several challenges: an aging, unsupported ERP, manual processes and sales forecasting cycles, disconnected systems, and data siloes. rSTAR helped them integrate their system, reduce technical debt, and migrate to Salesforce Manufacturing Cloud to automate forecasting and multiple processes.

CHALLENGE & SOLUTION

The Challenge

Inefficiency of Forecasting Tools

- SAP APO's inefficiency and lack of integration with Salesforce, combined with its 2027 support sunset, created major forecasting challenges for the client.

Fragmented Data Landscape

- Fragmented customer and planning data across systems hindered unified visibility, complicating coordination and planning.

Low Service Cloud Adoption

- Low Service Cloud adoption reduced customer service and support team efficiency and responsiveness.

High Technical Debt from Legacy Systems

- Outdated, customized legacy systems created significant technical debt, making modernization and upgrades complex and resource heavy.

The Solution

Implementation of Salesforce Manufacturing Cloud

- Salesforce Manufacturing Cloud integration with SAP improved visibility, enabling AI-driven forecasting and streamlined operations.

Unified Data Integration

- Consolidating data into Manufacturing Cloud created a single source of truth, improved visibility, and enhanced decision-making.

Enhanced Service Cloud Adoption

- Integrating Schedule Agreements and enhancing dashboards boosted Service Cloud adoption and improved efficiency.

Modernized Operations and Advanced Forecasting

- Sales Agreements integrated with ERP enhanced reliability and scalability, while Advanced Account Forecasting and AI insights enabled data-driven predictions.

Technologies Involved

Salesforce Manufacturing Cloud

SAP

MuleSoft

Einstein GPT & DPE

RESULTS

$71 Million in Cost Reduction

Cost savings were derived from a combination of overnight freight and inventory reductions and are estimated to be achieved over five years after implementation. Investment of $2M for Phase 1 and estimated $2M for Phase 2 with a total cost of $4M is projected to result in $71 million cost reduction over a five-year period.

30–60% improvement in automation and forecast accuracy

Salesforce Manufacturing Cloud improved automation and forecast accuracy by 30–60% and digitized all sales and contract processes. This led to a unified customer experience and a scalable system ready for advanced SAP integration.

100% paper-to-digital migration for sales & contracts

The solution enabled an integrated customer experience across customer service representatives, planners, and customers. The architecture is highly scalable and prepared for the future integration of rebate management, billing, and SAP S/4HANA.

Partners with Deep IT Knowledge:

ORACLE Microsoft Google salesforce

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