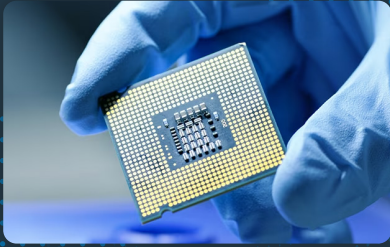


CASE STUDY

Implementing Salesforce Creates New Current for this Semiconductor Company



Salesforce Sales Cloud with Enterprise Territory Management and MuleSoft Integrations Delivers Influential Forecast Capabilities and Increased Business Visibility



Our customer is one of the world's largest continuous source of semiconductors. As an original manufacturer-stocking distributor, they have over 15 billion devices in stock encompassing more than 200,000-part numbers, providing the world's most extensive range of end-of-life (EOL) semiconductors and broadest range of active semiconductors.

Looking for a new spark

Our customer had outgrown the functionality of their existing CRM (HubSpot) and spreadsheets as a means of managing pipeline and their reporting. They needed a more robust and scalable system that provided a better way to manage forecasting across their global territories and provide a 360 degree view of their business. Their goals included streamlining their selling process, increasing visibility into their sales pipeline, and integrating with their current ERP, Epicor.

Our customer selected Salesforce Sales Cloud with Enterprise Territory Management as their new CRM and MuleSoft as their integration platform. They wanted a partner who they could trust, had the project execution expertise that they needed and provided ongoing support services. They found what they were looking for with Apps Associates.

Working together with their global sales teams, inside sales, operational, data and technical teams in the Americas and United Kingdom, Apps mapped and identified their pain points on their legacy HubSpot systems, existing support systems and

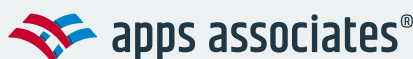
business processes. Next, we designed their Salesforce Future State including their sales processes within Salesforce, pipeline, expected revenue, interface with SAP CPQ, and a single view of customers and suppliers. And then we migrated their Account, Contact and Opportunity data from HubSpot into Sales Cloud and created multiple MuleSoft interfaces between Epicor and Salesforce to send Customer and Product data.

Salesforce – the conduit to better sales insights and pipeline management

Our customer now has new scalable growth-focused system in place for 250 users, managing 29,000 account records 2,400 contact roles and 533,000 Product records. Their sales leaders, supplier reps and inside sales team enjoy more streamlined communications with Salesforce Inbox and Mobile App. They are now able to create and review forecasting across their global territories and can easily roll up their numbers to get a full 360-degree view of their business.

About Apps Associates

Apps Associates is a premier enterprise applications and technology advisor, counseling and executing across every stage of the enterprise transformation journey—not just the destination. For more than two decades, Apps Associates has closely collaborated with decision makers across nearly every industry, offering end-to-end integration, modernization, and cloud migration services. By helping to break down the silos within today's most complex business challenges, Apps Associates is unlocking solutions and efficiencies that scale into future opportunities. Learn more at appsassociates.com or follow on [LinkedIn](#).



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