

# Implementation of Salesforce Revenue Cloud to drive growth and maximize sales effectiveness.



revenue cloud



*By implementing Salesforce Revenue Cloud, the Customer was able to improve Sales performance and revenue increment for the business by **almost 40%***

This integration facilitated the streamlining of the sales process, granting the company enhanced visibility into sales performance and enabling the optimization of sales strategies. As a result, the Customer achieved significant benefits, including time savings from reduced manual operations, improved focus on high-performing channels, and increased revenue and profitability.



## Our Client:

An esteemed industry frontrunner in industrial printing, providing a wide range of presses and finishing systems. Renowned for their highly automated and exceptionally productive web offset presses, the company serves various sectors such as magazines, newspapers, and packaging. With a comprehensive sales process that spans across a global network of resellers, distributors, and direct sales teams, the organization encounters difficulties in effectively managing their revenue streams and attaining comprehensive insights into their sales performance.

## Challenges Faced:

Our client encountered several significant concerns that impacted their operations and hindered their growth potential. These challenges are outlined as follows:

- Limited Visibility
- Inefficiency in Sales Process
- Inadequate Forecasting

## What We Did:

- Consolidation of Sales Channels
- Heightened Sales Visibility
- Streamlined Sales Process Automation
- Real-time Data and Advanced Analytics

## The Value Proposition:

- Revenue Growth
- Enhanced Sales Efficiency
- Optimized Sales Strategy

