

## CASE STUDY

# B2B Salesforce Commerce Cloud Implementation

## Billion-Dollar Global Manufacturer's Rapid Launch on Salesforce Commerce Cloud for B2B

### Background

A global, billion-dollar manufacturer was ready to move from an antiquated commerce solution to a modern platform. They were looking for a robust B2B eCommerce platform that would enable them to quickly launch a B2B digital channel. The company selected Salesforce Commerce Cloud for their strong suite of out-of-the-box B2B commerce solutions.

### The Challenge

With organization urgency to launch quickly, Object Edge was brought in to launch an eCommerce channel in under 4 months with a highly competitive budget.

### Our Approach

Object Edge brought in a team of Salesforce experts who architected, implemented, and launched an integrated Salesforce Cloud solution. Bringing in a rigorous, strategic approach the team identified core features needed for launch and quick-follow features that could be implemented post-launch. This gave the company the launch timeline they needed and the ongoing support to continue to grow the site.

## The Results

- ✓ Highly satisfied customer
- ✓ eCommerce site launched in tight timeline and on budget
- ✓ Site performance increased with launch
- ✓ High customer satisfaction

## Feedback

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This was very clean and fast, nice job!

It's so much faster than our old site.

Object Edge has really stepped up to the tasks we've thrown their way. They keep our team up to date on tasks and are easily reachable to answer any questions or concerns we have.

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