

Products

salesforce sales cloud

salesforce app cloud

Industry

Manufacturing

Profile

Headquartered in Denmark with production facilities in China, India, and the U.S., Hydratech designs and sells standard and custom industrial products.

Company Size

170 Employees

Location

Vraa, Denmark

Hydratech Industries Radically Improves Proposal & Quote Process in Sales Cloud

THE CHALLENGE

- Recent consolidation of global operations and product lines had increased the complexity of sales and operations
- No common platform to centrally manage leads, accounts and contacts
- Complex, customized product offerings and long quotation lead times
- Manual, time-consuming order entry, product configuration and quote approval processes
- Disconnected lead, opportunity, and customer data which hindered pipeline visibility and accurate forecasting

THE SOLUTION

- Deployed Salesforce CRM Enterprise Edition for 20 users in 8 weeks
- Built an easy-to-use mobile-enabled custom quoting app on Force.com to optimize and automate lead-to-opportunity quote approval process
- Conducted data quality analysis to support clean-up and seamless migration from spreadsheets, Outlook, and JobBOSS
- Built custom reports and dashboards for real time pipeline and forecast reporting

THE RESULTS

- Hydratech can now track leads, opportunities & activities across its organization from one centralized location
- Shorter lead times with automated proposal & quote process
- Pipeline report time down from 1 day to 15 minutes, enabling reps to focus more time on selling
- Real-time metrics & dashboards enable better business planning and decision making
- Sales teams have quicker access to key business metrics through advanced analytics and mobile capabilities

“Our custom Force.com quoting solution is a big deal for our business. What used to take days now only takes 15 minutes.”

-Stephen Walker, VP of Sales, Hydratech