



## LAMONS REPLACES OLD-SCHOOL E-COMMERCE WITH SALESFORCE MANUFACTURING CLOUD + B2B CLOUD + CPQ CLOUD + OMS CLOUD SOLUTION

### Overview

Lamons is a Houston-based manufacturer of gaskets, bolts and hose assemblies for the chemical, oil, and gas industries. The company knew it was past time to replace its homegrown quoting and e-commerce solution – and the right time to offer its customers a better purchasing experience.

### Challenge

The company’s quoting wish list started with complex configuration requirements, including advanced guided experiences salespeople could use to sell to distributors and customers around the world.

The digital transformation project’s goals were ambitious: increase revenue and consolidate and optimize quoting processes – all on a single cloud platform for Lamons’ 20 business locations.

### Solution

With Salesforce Sales Cloud already successfully implemented by ForeFront, the roadmap was to expand Lamons’ Salesforce footprint.

Lamons’ B2B solution starts with complex products quoted in CPQ that are made-to-order (MTO). Upon the initial manufacturing of the assemblies, products are placed in a B2B commerce store for repeat orders, facilitating a full end-to-end ordering lifecycle.

The solution is further enhanced by a robust order management solution leveraging Salesforce OMS for a full 360-degree view into order status, order fulfillment, and invoicing.



Salesforce Manufacturing Cloud  
Salesforce B2B Commerce  
Salesforce CPQ  
Salesforce OMS



Global Industrial Gasket Market:  
\$86 Billion



### Outcome

Lamons transformed its commerce operations and gained exceptional scalability, flexibility, transparency, and consistency.

With made-to-order (MTO), clients receive customized products to order, a manufacturing trend that promotes exclusivity. ForeFront’s MTO solutions are proven to be some of the industry’s most innovative.

 **ForeFront**  
A global Salesforce multi-cloud solutions provider keeping market leaders at the forefront.  
732.212.0800 | [forefrontcorp.com](http://forefrontcorp.com)



**ForeFront is part of NEORIS.** Together, we accelerate global digital business transformation. To learn more, contact: [marketing@forefrontcorp.com](mailto:marketing@forefrontcorp.com)