



# B2B Commerce Solution Accelerates Mobility Vehicle Sales Process

**BraunAbility, a Winamac, Ind., manufacturer of mobility vehicles, was no different than other companies wrestling with the transition to the modern marketplace. The big question: How to streamline purchasing for its distribution, dealer and retail partners.**

## Challenge

Partners struggled to configure and order vehicles because of a multi-step process that involved several websites, emails and phone calls. This lack of self-service capabilities made the buying journey complicated, slow and frustrating.

## Solution

ForeFront delivered a new, asset-centric approach to ecommerce that combined several systems into a single platform, and manages the product lifecycle from purchase to maintenance to trade-in.

Using Salesforce B2B Commerce Cloud, ForeFront leveraged its omnichannel capabilities, and utilized its product configuration and order management toolsets to build sophisticated self-service capabilities. What's more, the solution connected sales, order management, service and a partner loyalty program into a single, highly scalable, integrated workflow.

## Results

Today, BraunAbility offers its partners an easy-to-use order/configuration portal and a streamlined purchasing process. And the result is a better buying experience, improved partner service, and faster delivery of mobility vehicles and parts.

A new asset-centric approach to ecommerce reduced configuration-and-order time by 50%



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