Dayton Superior Optimizes Quote/Order Process with Salesforce Solutions

Dayton Superior, an Ohio-based manufacturer and distributor of commercial concrete construction accessories, chemicals and forms, had a critical need to improve visibility into quotes/orders and enable accurate demand forecasting.

Challenge

The company had outgrown the capabilities of its Epicor Avante ERP system, and its need for information and insight had expanded considerably. So it bridged multiple gaps with custom software, BI reporting tools, and a quoting app – and, for forecasting, dozens of spreadsheets. As a result, Dayton Superior was, like so many companies, in Excel Hell.

Solution

The first phase of the project focused on the consumables part of the business – a highly transactional area. To optimize the quote/order/buy process, and to provide access to the data required for precise forecasting, the project team utilized Salesforce Manufacturing Cloud, Analytics and CPQ to build a solution atop Avante.

To make it work, complex integrations using Salesforce External services connected to Avante in real time and created dataflows for inventory, supply/demand allocations, warehouse costs, freight info and tax data – and enabled return dataflows.

Results

Today, Dayton Superior has exceptional visibility into sales activities, as well as optimized processes that deliver precise quotes and faster quote approvals. Orders flow smoothly back and forth to Avante. Margins are known in real time. And, unconstrained by Excel, forecasting is automated and highly accurate.

Manufacturer gains accurate quotes, increased orders and improved visibility into sales processes

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