



# Optimized CPQ Solution Offers Faster Sales Processes and Quicker Quotes

**Hindered by time-burning manual workflows and standalone custom software, Majestic Steel USA, Cleveland, Ohio, a leading national processor and distributor of flat-rolled steel products, needed to accelerate its ordering and pricing, and bring its revenue-critical processes into the 21st Century.**

## Challenge

Majestic Steel had a complex, high-maintenance and unconnected IT environment. And it had partially implemented the Salesforce platform, but did not integrate it with its ERP, and did not use it beyond basic CRM functions. For CPQ, the company's salespeople utilized several custom applications to look up, configure and price products – which slowed the sales process to a crawl.

## Solution

To meet Majestic Steel's needs, ForeFront re-launched and reconfigured its Salesforce platform, and integrated order data from the ERP – and then implemented a Salesforce CPQ solution that supports complex product configuration, offers 18 configurable attributes, enables automatic repricing, allows price adjustments and discounts, and sets up approval workflows. In addition, ForeFront leveraged Easy Quote to create an optimized and flexible quoting processes that pre-fills Account information, automatically generates an Opportunity, and takes salespeople directly to Configuration. Plus, the solution is built on Manufacturing Cloud, allowing users to see past order data, trends and forecasts for longstanding clients.

## Results

The benefits of the solution are clear, even with the project in testing: Manual pricing is virtually eliminated. Quote times are reduced. Sales processes are streamlined. Salespeople are more intelligent about their customers. And automation ensures proper processes are followed and clean data is compiled.

Steel processor streamlines pricing process and shortens time-to-quote with advanced Salesforce CPQ capabilities and Salesforce Manufacturing Cloud



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