



## CURRY SUPPLY PICKS SEASONED FOREFRONT TO GUIDE ERP SELECTION, OPTIMIZE QUOTING, AND UNLOCK SALESFORCE'S FULL POTENTIAL

### Overview

Curry Supply Company, a 90-year-old firm based in Altoona, Pa., is one of the largest manufacturers of commercial service trucks for the construction, waste, mining, rail, oil & gas, and agriculture industries.

The company previously implemented Salesforce Sales Cloud and Salesforce CPQ. They were looking to unlock the full potential of the Salesforce platform by configuring the solution to their unique needs.

### Challenge

Top executives knew that the company's aging IBM AS/400 ERP was not the framework on which to build an advanced solution. Further, Curry Supply's business processes, especially quoting, were bogged down by complex integration issues that required workarounds, tedious and time-consuming manual processes, and double-data-entry.

### Solution

During the first phase of the project, ForeFront guided Curry Supply's selection of a more scalable ERP. This project featured six weeks of needs/gap-analysis and leveraged ForeFront's insight and ERP expertise.

Proper configuration of Sales Cloud and CPQ optimized the quoting processes, built the foundation for additional enhancements to CPQ, and enabled the future implementation of Salesforce Manufacturing Cloud.

The next step: Integration of Salesforce with Curry Supply's new QAD ERP.



Salesforce CPQ  
Salesforce Sales Cloud



QAD ERP  
Integration

Global Specialty Vehicle Market:  
\$120 Billion



### Outcome

By streamlining processes and reducing its administration burden, Curry Supply will have more time and staff availability to focus on work that increases margins and creates additional revenue streams.

Today, with ForeFront experts in an advisory role, Curry Supply will implement QAD with an eye toward integration and future Salesforce solutions.

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