



## LEADING PACKAGING MANUFACTURER SELECTS FOREFRONT TO BUNDLE AN INNOVATIVE CPQ SOLUTION

### Overview

Glenroy Inc., a Wisconsin-based manufacturer of flexible packaging film and pouches, has hundreds of custom products and countless cost factors that must be considered in its pricing.

To handle their complex quoting process, the company used a large Microsoft Excel spreadsheet model. This approach was difficult to scale and would require complicated long-term maintenance.

### Challenge

Glenroy frequently offers customers multiple pricing options based on volume and other factors. They needed a new pricing engine to manage this complexity, support growth, accurately calculate variable costs, manage dynamic quotes, and enable multiple discounts based on volume and other customer-specific factors.

But which solution was the best fit for the company's unique CPQ requirements?

### Solution

The answer, leveraging ForeFront's packaging industry expertise and insight, was a Salesforce solution utilizing Salesforce CPQ and Salesforce Sales Cloud, Logik.io configurator, and ForeFront's Quote Accelerators.

With Salesforce now the single repository for quoting data, the solution created many valuable business outcomes, including proven processes, efficient pricing and discount approvals, and easy product catalog updates. Additionally, Glenroy has full visibility into cost, margin, and pricing data.



Salesforce CPQ  
Salesforce Sales Cloud



Global Packaging Market:  
\$1.0+ Trillion



### Outcome

Glenroy now has a consistent, companywide CPQ process that properly applies customer-specific discounts and guarantees correct and current cost data.

The global packaging market is changing – from recyclable sustainability to B2B commerce needs. ForeFront is an expert at solving the packaging industry's most complex quoting and product configuration challenges.



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