



CEMENTING SALESFORCE MULTI-CLOUD COMMITMENT

THE IMPERATIVE OF AGILITY IN THE CONCRETE INDUSTRY

Overview

Silvi Materials, a fast-growing regional supplier of ready-mix concrete, aggregates, and other construction materials, recognized its need to innovate amid global economic challenges. Management believed it was the perfect time to invest in the Salesforce platform to shape the company's future.

Challenge

With 23 locations in New Jersey and Pennsylvania, Silvi has complex operational and management needs. Like others in the concrete industry, Silvi faces supply chain disruptions and changing market dynamics.

The company's most immediate requirement was to optimize quoting and ordering, improve visibility into production costs, and gain actionable insights across the enterprise.

Innovation boots competitiveness and opens new avenues for growth. The company is also planning to automate logistics and increase scheduling and dispatch efficiencies.

Solution

ForeFront leveraged its Salesforce multi-cloud excellence to address Silvi's requirements. Sales Cloud, Marketing Cloud, CPQ, Service (FSL), Manufacturing Cloud, and Order Management were implemented. Our integration expertise helped bundle the solution with Microsoft Dynamics. The Salesforce platform was poised to become the catalyst for efficiency gains, improved employee engagement benefits handling, more accurate cost predictions, and timely and concrete management insights.



Salesforce Sales, Marketing Cloud
Salesforce CPQ, Order Management
Salesforce FSL, CRM/Analytics
Salesforce Manufacturing Cloud



Global Ready-Mix Concrete Market:
\$800+ Billion



Outcome

Now Silvi knows, down to the penny, what each job costs and how much it will net. Demand planning is more accurate. Manual processes and duplicate data entry are virtually eliminated. Operations are seamlessly consolidated. Outcomes are transparent.

The cement and building materials industry is highly competitive and subject to ever-changing production cost variations – a complex CPQ use case that ForeFront excels at.



ForeFront is part of NEORIS. Together, we accelerate global digital business transformation. To learn more, contact: marketing@forefrontcorp.com