ForeFront + MuleSoft: RPA Sales Play

Watch the Demo Video

Why This?

Robotic Process Automation (RPA) is more than just task simplification, it's a quality-of-life upgrade freeing up your customers' employees to tackle more important business problems. Picture an office assistant combing through every email and pdf submission to manually copy and paste account, order, PO and/or customer information. Automation of repetitive tasks is changing the game for cutting edge organizations and a pain point everyone can relate to.

Benefits of using RPA:

- Efficiency gains to speed up production cycles
- Error reduction in critical processes like inventory management and qualify control
- Faster customer onboarding and order intake
- Happier employees

Why Now?

MuleSoft RPA a great entry-point with a quick sales cycle that also provides a logical path to ACV expansion with products such as B2B Commerce, Order Management, RLM, Manufacturing Cloud, and Field Service.

ForeFront can help build an intelligent roadmap to help customers rationalize *which* processes to automate using RPA and the methodologies and processes that will deliver the highest ROI and adoption at scale. Plus, with MuleSoft's flexible architecture and integration to Anypoint Platform, your accounts can unlock new productivity gains and accelerate their output without necessarily increasing headcount, all within the Salesforce Einstein 1 Platform.

ForeFront has proven use cases and compelling ROI from organizations who have deployed this technology. **These customers have generated near instant ROI and productivity gains – and their successes are easily repeatable.**

Okay, I'm bought in, now what?

Know

ForeFront will help customers understand the fundamentals of RPA, how it works, and the processes it automates best, plus share relevant success stories and advice for the processes your customer should tackle first.

Here are some of the most common use cases where RPA can be enabled:

- Automated order entry from emailed purchase orders
- Invoice processing and updating ERP records
- RFP Processing
- Customer service automated replies
- Automated scheduling/dispatching for field service

Sample Outreach Messaging

Use the template below when reaching out to customers!

Subject: What time-consuming tasks would you love to automate?

Hello [Customer Name],

Reaching out to set up an exploratory conversation about Robotic Process Automation (RPA), and the many ways it could benefit your organization. One of my trusted partners, ForeFront, has recently deployed a simple, yet immensely impactful, RPA process that automates manual order entry into ERP.

With approximately 10,000 orders per year, Lamon's Inside Sales team members were manually inputting orders, leading to a high volume of errors and inefficiencies. To achieve their revenue goals, Lamon's knew that simply doubling their Inside Sales team was not a feasible solution.

The implementation of RPA and AI in Lamon's order processing system yielded significant benefits. First, it automated order entry- completely minimizing the risk of errors caused by human factors. This, in turn, led to a substantial reduction in mis-entered orders, which had previously been a major cause of RMAs and revenue leakage.

Overall, Lamons estimates a 3:1 return on investment (ROI) from this implementation. The RPA and AI solution not only helped Lamon's achieve their revenue goals but also enhanced customer satisfaction by minimizing errors and improving order processing speed.

Let's schedule 30-minutes to discuss this and many more possibilities of how RPA can transform your business.

My availability ix XYZ…

<Your Name>

How to Engage

- Reach out to any current or prospective customers who can benefit from this discussion.
- Help educate your customers on the benefits of RPA and use us as your technical experts!
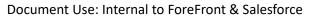
Assets to Execute Sales Play

All assets are approved to share both internally at Salesforce, and externally with customers.

- **Lamons MuleSoft RPA Success Story**
- **RPA Demo Video**
- **ForeFront RPA Landing Page**

Use this slide to share the Lamons RPA + AI story internally:

- **Lamons Success Story slide**

Contact ForeFront Today!

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Message Allie on Slack!