

FOREFRONT



ForeFront Accelerate for Automotive

**Add new capabilities, deliver unified experiences
and jumpstart digital transformation.**

A surprising number of companies in the automotive space – OEMs, converters, specialty vehicle builders, distributors, dealers and retailers – still run their businesses using disconnected processes and siloed systems.

Even if your company has an integrated solution, standard manufacturing applications often require significant customization to give you the functionalities to improve efficiency, the insight to manage effectively and the tools to build streamlined customer experiences. **Get the specialized, automotive-specific capabilities you need with ForeFront Accelerate for Automotive.**



**Quickly migrate to
Automotive Cloud.
And get more.**



**Automate the buying
process from initial contact
to delivery.**



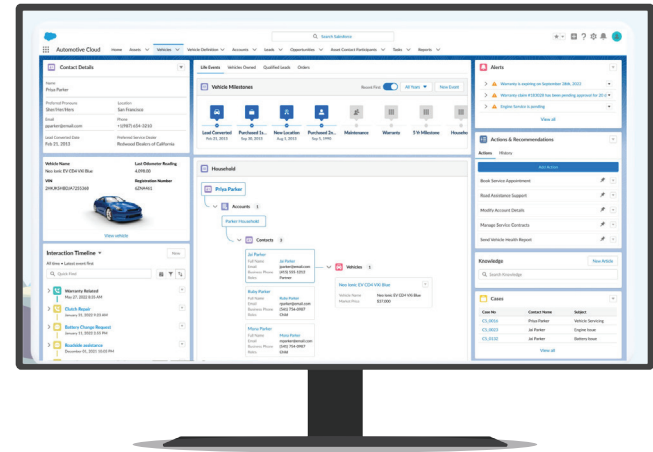
**Build unified customer,
vehicle and retail
experiences.**

Enhance every part of your business.

ForeFront's automotive solutions integrate Salesforce Automotive Cloud with the leading ERP systems and transform existing manufacturing solutions into powerful, **automotive-specific** solutions. With **ForeFront Accelerate for Automotive**, we leverage our exceptional integration and discrete manufacturing expertise to build solutions that offer more data, more automation and, perhaps most important, a more consistent and coherent experience.

Built for the industry's unique and complex requirements, **ForeFront Accelerate for Automotive** utilizes Automotive Cloud to consolidate your core capabilities on a single platform, create a single source of information, streamline key processes, provide critical real-time insight, and optimize – and unify – online commerce, order management and customer experiences.

What's more, we leverage Automotive Cloud's advanced capabilities, applications, and out-of-the-box and customizable workflows to provide visibility into your sales pipeline, help you intelligently manage your product portfolio, guide you as you create top-quality service experiences. and give you 360-degree visibility into prospects, customers and vehicles.



Everything you need to get running.

ForeFront Accelerate for Automotive:

4-week intensive blueprint to map your current Salesforce instance to Automotive Cloud

Migration plan

Mapping documents

Migration of Assets to Vehicle object

Set-up, including...

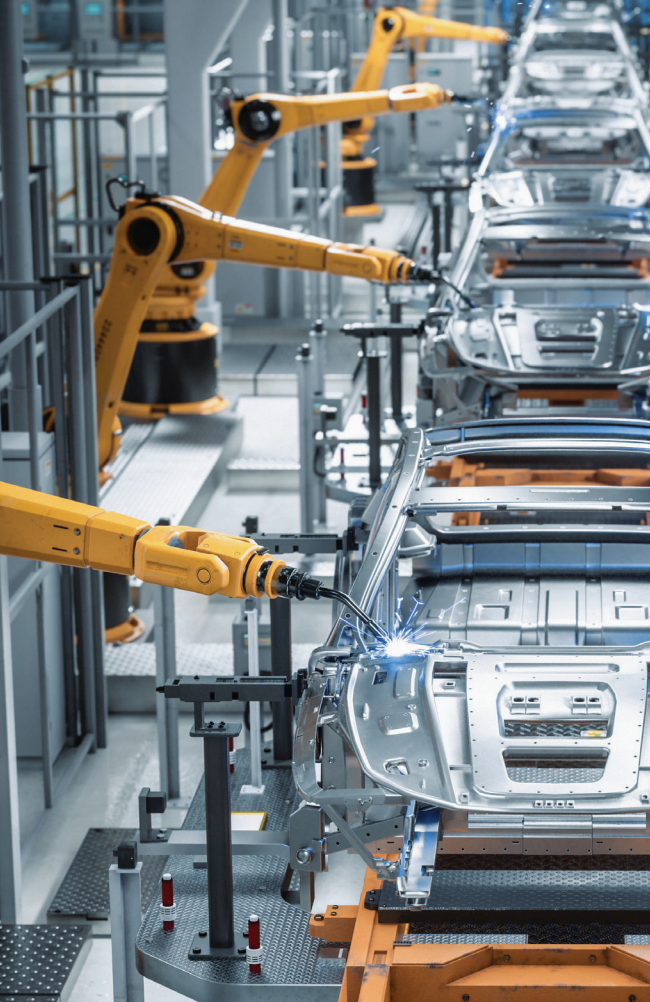
- Update Pages for Automotive Cloud (Account, Lead, Opportunity Asset)
- Service Console
- Driver Console
- Vehicle Console
- Partner Performance Management
- Automotive Lead Management

Available add-on: Analytics for Auto Cloud

Chosen first.

**ForeFront is one of just
11 launch partners for
Salesforce Automotive Cloud.**

**Why? Because of our
extraordinary experience
(and success) with automotive
customers, advanced
manufacturing solutions and
sophisticated integrations.**



Gain a competitive edge.

ForeFront is uniquely qualified to build a solution that will keep you ahead.

Automate processes and simplify integrations.

Build seamless, real-time experiences.

Deliver sales and service excellence.

Drive revenue with improved conversion and loyalty.

Enable ecosystem collaboration and cooperation.

Gain a deep understanding of customers and vehicles.

Leverage AI to engage effectively at every customer touchpoint.

Maximize customer and vehicle lifetime value.

Reduce costs with insight and innovation.

Connect workflows to drive efficiency and improve experience.

The automotive industry is more than just the big automakers. It's companies that build trucks, buses and heavy equipment. That turn chassis into fire trucks, RVs and school buses. That produce specialized industrial, construction and materials handling vehicles. That create customized vans and work vehicles. And that manufacture, distribute and sell OEM and aftermarket parts.

No matter where in the industry your company fits, success depends on finding new efficiencies and providing an exceptional customer experience.



ForeFront accelerates mobility vehicle sales process.

Asset-centric approach enables self-service, reduces configuration-and-order time by 50%



For BraunAbility, a Winamac, Ind., manufacturer of mobility vehicles and parts (braunability.com), the big question was how to simplify and speed up purchasing for its distribution, dealer and retail partners. And the answer was a new, asset-centric ecommerce solution that combined several systems into one platform, a solution that managed the product lifecycle from purchase to trade-in.

Using Salesforce B2B Commerce Cloud and Experience Cloud, ForeFront built sophisticated self-service capabilities, and, what's more, connected sales, order management, service and a partner loyalty program into a single, highly scalable, integrated workflow.

Today, BraunAbility offers its partners an easy-to-use order/configuration portal and a streamlined purchasing process. And the result is a better buying experience, improved partner service and faster delivery of mobility vehicles and parts.

ForeFront delivers customer self-service repair scheduling.

Automation optimizes service appointment process, improves field service and reduces costs



Like many companies, Towlift, a Cleveland-based forklift dealer (towlift.com), wrestled with inefficiencies around managing assets in the field. The fix: replacing the time-burning phone-and-email appointment process.

Utilizing Salesforce Experience Cloud and Salesforce Appointment Assistant, ForeFront built Fleet360, a web and mobile application that offers customers self-service appointment-setting for repair service and preventative maintenance. Fleet360 also gives customers the ability to see all their Towlift forklifts, and view complete service history, work order history, warranty details, maintenance plans and key contacts – essentially all the information they need to intelligently manage their equipment.

The bottom-line benefits: elimination of the person-hours consumed by the manual scheduling/confirmation/changes process, a reduction in service costs overall, and a more efficient and modern service appointment process.



To learn more about our **Automotive Accelerator**, and other Salesforce solutions, contact us!



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[DM us on Slack](#)

Salesforce Expertise and Integration Excellence

ForeFront is a global systems integration firm that provides a broad range of solutions utilizing the Salesforce Automotive Cloud, Manufacturing Cloud, Revenue Cloud, Service Cloud, Commerce Cloud and Experience Cloud.

Our strong experience and deep knowledge of the Salesforce multi-cloud platforms give us the ability to solve complex challenges in the manufacturing, automotive, energy, healthcare/ life sciences, consumer packaged goods, media and technology/software industries.

With offices across the United States and Europe, we work every day to keep our market-leading client companies at *the forefront*.

To learn more about our services, go to

[ForeFrontCorp.com](https://www.ForeFrontCorp.com)

