

ForeFront Takes on Failed Project, Fixes Integrations and Delivers Key Capabilities

Sometimes implementations fail. And when it happened to a specialty pharmaceutical company, the experience left its executives and IT team wondering if they chose the right B2B ecommerce solution, and worried they would not get the capabilities they needed. Until Salesforce asked ForeFront to take over the project.

Challenge

The requirements for the replacement solution included the ability to manage complex product bundling, coupons and promotions, streamlined customer onboarding, personalized customer/account experiences, automated Drug Enforcement Administration (DEA) verification, and multiple ship-tos and bill-tos for accounts.

Coming in after a six-month pause, and with the wary client closely watching budget and timeline, ForeFront needed to verify which components of the half-implemented solution worked and, most important, resolve the problems with integration to their Oracle ERP and Helios database.

Solution

ForeFront focused first on integration, and quickly resolved complex technical issues around data access and quality. Then the team designed, built and tested the solution for specific customer use stories, with iterations to fine-tune functionality and experience. DEA integration was achieved. Reporting was set up and KPIs were defined. And change management ensured user acceptance.

Results

With a successful re-implementation, ForeFront validated the selection of Salesforce B2B Commerce Cloud and delivered the benefits promised, including an improved buying experience, the ability to bundle and discount, a 360-degree view of orders, and faster revenue realization.

Implementation problems made a pharmaceutical company question everything about its Salesforce B2B Commerce solution. But ForeFront's integration expertise and ecommerce experience saved the project – and delivered success.



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