

# Customer-Centric ERP on Salesforce

**Case Study on the Modern Cloud-based ERP Solution**

# Client Introduction

The client is a leading global provider of in-flight entertainment, media content, technology, and connectivity solutions to the airline industry. The the business unit we engaged with, partners with Airline, to sell their digital media assets (airport advert space) at Airports across the world, to prospective Customers.



# Business Need

The client was looking for a Modern Cloud-based Solution with sleek & intuitive UI, to cover their Sales pipeline management & Quoting processes and also, have an ability to handle the Inventory of their digital media assets.

- 1** Efficient Customer and Sales Pipeline management controls
- 2** Built-in controls to control data visibility across teams/regions
- 3** Seamless Process and data flow
- 4** Powerful and embedded easy-to-use tools for creating required BI reports/dashboards
- 5** Ability to manage Time based Inventories from their Partner Network
- 6** Accessibility of the new solution from across devices

# Platforms Used

1

Salesforce Sales Cloud

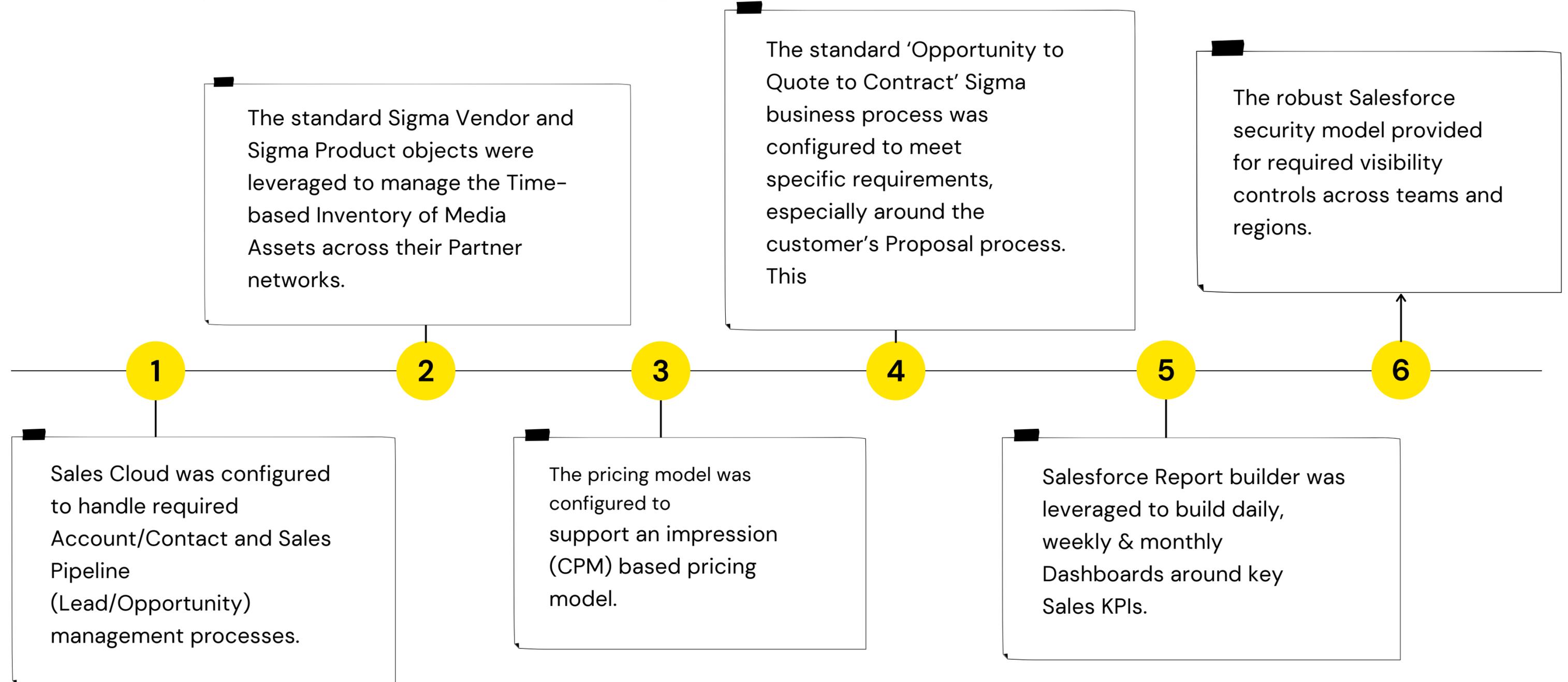
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SigmaERP365



# Solution Overview

SigmaERP365 combined with Salesforce Sales Cloud, provided for a great fit and met a bulk of the core Customer requirements, out-of-the-box, using minimal code customizations.





# Benefits

- 1 360-degree view of Sales pipeline and Inventory, from within a single platform.
- 2 75% Improvement in quoting accuracy with Proposal templates, Integrated Inventory, and embedded proposal approval controls.
- 3 30-40% quicker Quoting cycles, now down by 4-5 days, lead to faster closures.
- 4 3X improvement in User adoption, observed within the first 2 quarters, a result of the intuitive UX, built-in coaching and cross-device accessibility
- 5 The solution connected different Regional teams on the Salesforce platform, enabling easier data sharing and more effective collaboration.

# ABOUT MINDLINKS SOLUTIONS

We are a cloud-based IT Company with an array of services to digitally empower our clients. Our domain expertise lies in Integration, developing and migrating applications to Salesforce, developing mobile applications & providing cloud-based solutions and services.

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<https://www.mindlinkssolution.com/#About-us>

