SUCCESS STORY

Manufacturer of Flavors and Fragrances

VALUE DELIVERED

- ✓ Advised on the transformation and standardization of **global sales processes.**
- ✓ Enabled a **centralized sales** environment tailored to business and user needs.
- ✓ Aligned business processes across countries to support **future scalability.**
- ✓ Combined technology implementation with change management expertise to **maximize business adoption.**

Partner Since 2010

OSF DIGITAL

Improving Conversion Rates, Revenue Outcomes, and Stronger Collaboration Worldwide

Customer Profile

Our customer is a **leading global manufacturer** in the flavors, fragrances, and specialty ingredients industry, serving consumer goods, food & beverage, and luxury brands worldwide. The organization operates in dozens of countries, with a large international workforce, manufacturing facilities, and R&D centers that support global operations.

Challenge

- ✓ International sales teams were working across **multiple disconnected systems**, including PLM and ERP platforms.
- ✓ Sales representatives **lacked a dedicated solution** for managing sales activities and customer interactions.
- ✓ The organization wanted **a unified customer view** and more consistent global sales processes.
- ✓ Leadership sought to **improve customer engagement**, strengthen marketing positioning, and enable scalable sales operations across regions.

Outcome-Driven Solution

OSF Digital set up the company's core model on Manufacturing Cloud and Sales Cloud:

- ✓ Aligned business processes across countries.
- ✓ Consulting services to transform global sales processes, equipping sales reps with a centralized tool.
- ✓ Modernized our customer's PLM system and integrated **Manufacturing Cloud.**
- ✓ Implemented **Sales Cloud** features to improve the efficiency of sales activities.
- ✓ Implemented a seamless brief/project Process, accelerated lead management, and improved sales team management capabilities.

Customer Adoption

- ✓ OSF launched an initial **regional MVP** that established the foundation for broader international rollout.
- ✓ **Dedicated Change Management** services helped drive adoption and support organizational transformation.

▶ 900+ sales professionals enabled

Global sales operations standardized across regions through a scalable core model and unified processes

▶ Higher sales performance and customer engagement

Improved conversion rates, revenue outcomes, and stronger collaboration

PRODUCTS

Sales Cloud

Manufacturing Cloud

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