

SUCCESS STORY

Global Manufacturer of Electronics

VALUE DELIVERED

- ✓ Delivered one of the few implementations combining B2B Commerce, Order Management, and Omni-Channel Inventory into a **unified solution**.
- ✓ Combined **global Salesforce expertise** with strong local market support.
- ✓ Leveraged OSF's AI-powered productivity capabilities to **improve project efficiency**, documentation, communication, and change management.
- ✓ Enabled the transition from traditional sales channels toward a **scalable direct-sales model**.



OSF | DIGITAL

Launching a Global B2B Commerce Ecosystem to Accelerate Direct Sales Growth

Customer Profile

Our client is a **leading global manufacturer of semiconductors**, electronic components, automation, and sensor technologies serving industrial, consumer, and high-tech markets.

Challenge

Sought to expand their direct digital commerce capabilities to support long-term global growth ambitions

- ✓ Heavy reliance on wholesale channels **limited direct customer engagement**.
- ✓ Needed to launch a scalable B2B commerce platform with future multilingual and **multi-region expansion** in mind.
- ✓ Sought to enhance customer engagement, personalization, and **self-service experiences**.
- ✓ Wanted to **connect digital customer experiences** more closely with sales and marketing outcomes.

Outcome-Driven Solution

OSF Digital implemented an integrated Salesforce commerce ecosystem, including **B2B Commerce, Order Management (SOM) with Omni-Channel Inventory (OCI), and Experience Cloud**.

Key capabilities delivered:

- ✓ End-to-end digital B2B purchasing experience.
- ✓ **Real-time inventory** visibility and order management.
- ✓ **Bulk order uploads** through CSV-based functionality.
- ✓ **Enhanced self-service** and personalized customer journeys.
- ✓ Foundation for future global and **multilingual expansion**.

Customer Adoption

- ✓ The solution was **successfully launched** following a nearly 12-month implementation program.
- ✓ OSF helped **bridge language and operational barriers** through strong delivery governance and collaboration.
- ✓ Ongoing **Support & Maintenance** services were established to drive continuous adoption and improvement.

▶ 3 unified Salesforce platforms

Better visibility into customer behavior, marketing performance, and sales conversion opportunities

▶ New direct-sales channel

Improved customer experience through self-service, personalization, and streamlined ordering

PRODUCTS

Commerce B2B with SOM and OCI

Experience Cloud