

Order Management Transformation

Simplify Ordering. Empower Customers. Scale Globally.

Platform: Salesforce Experience Cloud, Salesforce Sales Cloud

Business Impact

+70%

more efficient
order management

+15%

faster registration
and processing

+15%

increase in
customer adoption
of the portal

0%

duplication of
effort post-launch

Client Overview

The client is a global manufacturing and distribution enterprise operating across multiple regions with complex product lifecycle, supply chain, and manufacturing processes.

They serve two distinct customer groups:

- Retail brands that require a visual, intuitive buying experience
- Garment factories that manage large, structured purchase orders

Challenges

The previous ordering experience created operational friction:

Fragmented Customer Experience

Retail buyers and factory customers required fundamentally different ordering approaches, but were constrained by non-optimized systems.

Manual and Inefficient Processes

- Email-based PO submissions
- Spreadsheet-driven workflows
- Manual onboarding and approvals

Lack of Real-Time Visibility

Customers frequently relied on support teams for updates, leading to the recurring question: "Where is my order?"

Disconnected Systems

Orders, artwork, and ERP data were not synchronized, causing delays, duplication, and inconsistencies.

The Solution

A unified Salesforce-native Order Management Portal was implemented as a centralized platform supporting both customer types, with deep backend integrations.

Dual Experience, One Platform



Retail Buyers – Browse. Order. Track.

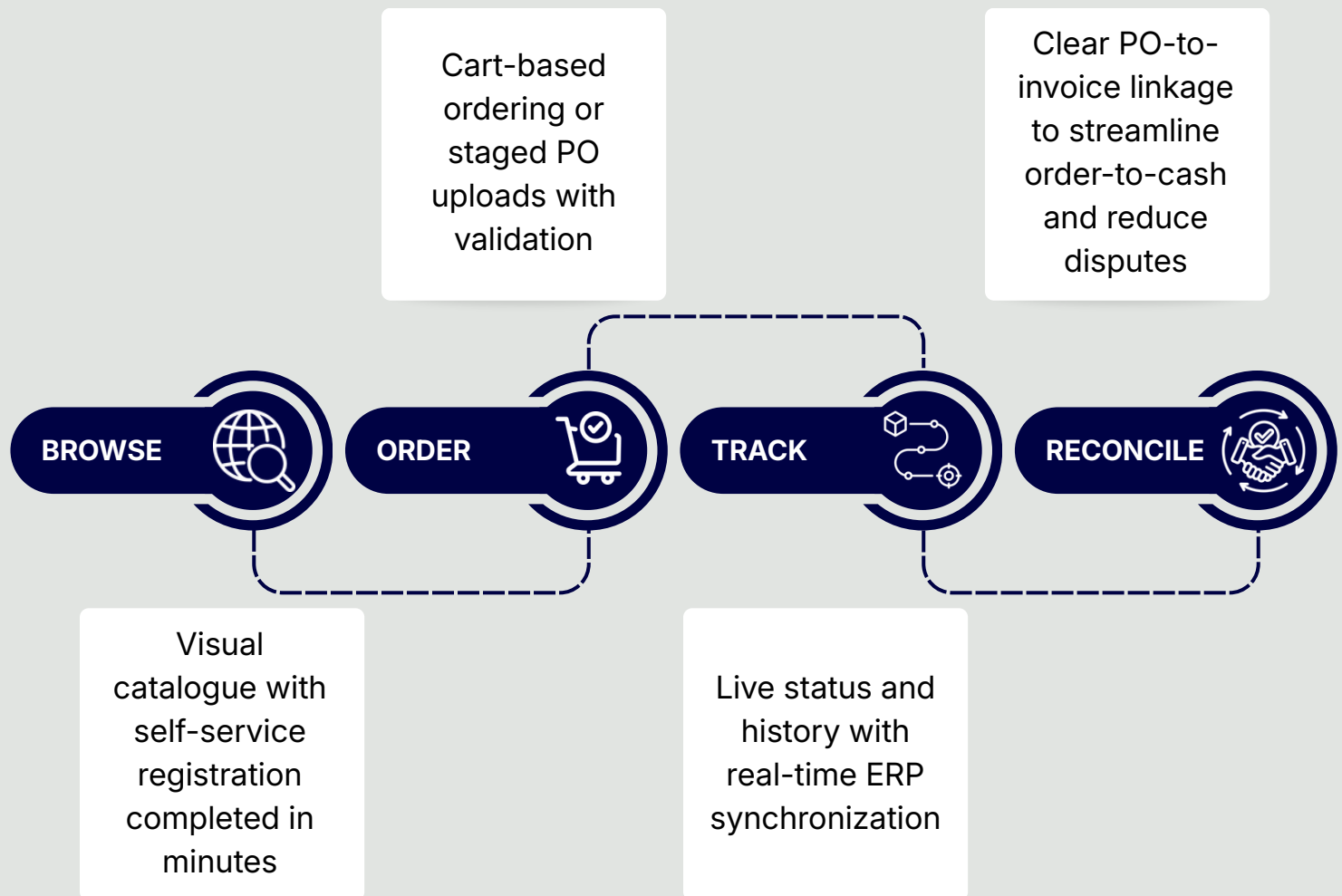
- Image-rich catalogue
- Cart, checkout, and PDF downloads
- Consumer-grade buying experience within B2B



Garment Factories – Upload. Validate. Submit.

- CSV/Excel-based bulk order uploads
- Built-in validation to prevent downstream errors

End-to-End Order Lifecycle



Connected Ecosystem – Behind the scenes

The portal acts as the front-end layer, supported by tightly integrated systems:

ERP Integration

- Bi-directional sync for orders, accounts, and invoices
- Single source of truth

Print Shop Integration

- Variable-data PDFs embedded directly in order views
- Eliminates fragmented email communication

Salesforce Platform

- Unified data model for customer, order, and service data
- Foundation for future commerce scalability

Business Value Realized

The organization achieved measurable transformation across operations:

Significant increase in operational efficiency

Faster customer onboarding and order processing

Increased adoption of digital ordering channels

Reduced manual intervention and support overhead

Improved order accuracy and lifecycle transparency

Conclusion

By replacing fragmented, manual processes with a Salesforce-native, fully integrated order management platform, the organization has created a future-ready, scalable, and customer-first ordering experience.

The result is a system where:

- Customers self-serve with confidence
- Orders flow seamlessly across systems
- Visibility replaces uncertainty
- Growth is no longer constrained by process limitations