



HOW DATAMATICS OPTIMIZED SALES FOR AN IOT LEADER WITH SALESFORCE

DATAMATICS

The client is a pioneer in IoT connectivity management technology, offering intelligent hardware and network solutions. They collaborate with global cellular network providers to facilitate local In the fast-evolving world of IoT connectivity, seamless network management is crucial for businesses operating on a global scale. The client, is a pioneer in IoT connectivity management technology, specializes in intelligent hardware and network solutions. By partnering with leading cellular network providers, they enable businesses to establish reliable local connectivity across diverse geographies.

The Challenge: Fragmented Sales Operations

As a leader in IoT connectivity management, the client was experiencing rapid growth. However, their sales process was struggling to keep pace. Manual operations and fragmented tools created inefficiencies that hampered productivity.

For the Chief Sales Officer (CSO), these inefficiencies resulted in a lack of visibility into pipeline health and deal progress. The client faced mounting challenges in managing complex integrations across multiple platforms. Asynchronous methods for different systems led to inconsistencies, while email restrictions and character count limitations in signatures made seamless communication difficult. Additionally, migrating critical data from another Salesforce organization proved to be a major hurdle, creating silos and reducing access to key sales insights.

To maintain its competitive edge and sustain growth, the client needed a scalable, automated solution that could unify its sales ecosystem, streamline workflows, and provide leadership with real-time visibility into sales performance.

The Solution: Enhanced Sales Operations with Salesforce

Datamatics implemented Salesforce Sales Cloud to streamline workflows and enhance business operations. The solution was designed to improve sales efficiency, enable real-time visibility, and eliminate manual bottlenecks.

The Solution includes significant customizations and integrations, including the development of a custom tab and field dependency paths using Lightning Web Components (LWC). This improved data organization and allowed sales teams to navigate processes with greater ease.

Beyond Salesforce customization, Datamatics integrated external tools to enhance overall system performance. Calendly was implemented for automated appointment scheduling, ensuring smoother client interactions. MailerLite provided robust email marketing capabilities, while Slack streamlined internal team collaboration, improving response times and communication efficiency.

Impacts: Optimized Sales Performance

**70% increase in outbound
follow-ups to leads**

**Streamlined sales enhanced
operational efficiency**

Enhanced Visibility

**Improved team
collaboration**

ABOUT **DATAMATICS**

Datamatics enables enterprises to go Deep in Digital to boost their productivity, customer experience, and competitive advantage. Datamatics' portfolio spans across three pillars of Digital Technologies, Digital Operations, and Digital Experiences. It has established products in Intelligent Document Processing, Robotic Process Automation, AI/ML models, Smart Workflows, Business Intelligence, and Automatic Fare Collection.

Datamatics caters to a diverse global clientele across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has a presence across four continents with significant delivery centers in the USA, India, and the Philippines. To learn more about Datamatics, visit www.datamatics.com

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