



**DRIVING SALES EFFICIENCY HOW
DATAMATICS SALESFORCE CPQ
SCALED AUTOMATION**

DATAMATICS

Founded in 1905, the client is a leading manufacturer and distributor of electrical products, specializing in PVC-coated raceway systems, electrical enclosures, and cost-effective application solutions. With over a century of expertise, they have built a robust network of manufacturing facilities and distribution centers, ensuring seamless product availability across commercial, industrial, and residential sectors. Their strong market presence and diverse workforce across multiple locations reinforce their commitment to quality, innovation, and customer satisfaction.

The Challenge: Efficiency Gaps

The Chief Sales Officer (CSO) of a leading electrical products manufacturer and distributor found itself struggling with operational inefficiencies. Their legacy systems, once sufficient, were now outdated and unable to keep pace with the growing demands of a modern sales ecosystem. Fragmented data and disconnected processes between marketing and sales created bottlenecks.

Compounding these issues, the client faced significant hurdles in managing its intricate sales channels, which involved multiple stakeholders. The absence of a unified platform resulted in misaligned strategies, operational inefficiencies, and a growing inability to respond to market demands with speed and precision.

The CSO knew that a robust, technology-driven solution was essential to eliminate inefficiencies, standardize sales operations, and ensure long-term business growth.

The Solution: Datamatics Salesforce CPQ Integration

Datamatics implemented a strategic solution by implementing Sales Cloud and Salesforce CPQ, seamlessly integrated with a custom ERP system. This end-to-end transformation provided the company with a flexible, scalable, and future-ready sales platform.

This implementation eliminated inefficiencies, ensuring standardized workflows, real-time visibility, and improved coordination between sales and marketing.

Designed with a long-term vision, the solution prioritized continuous improvement by leveraging frequent and consistent Salesforce updates. This ensured the company not only achieved immediate operational efficiency but also sustained a strong return on investment over time. With improved scalability and seamless digital workflows, the manufacturer was now equipped to navigate evolving market demands with agility and confidence.

Impacts: Improved Sales Agility

Generated consistent ROI

Ensured sustained profitability through optimized processes

Improved scalability

Enabled seamless growth with flexible and efficient systems

Enhanced Sales and marketing process

Streamlined workflows for better lead conversion and outreach

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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