CASE STUDY

B2B Price Optimization Solutions Provider Develops Custom Application for The AppExchange on Salesforce Platform

soft**serve**

Client Background

Our client has been a leader in B2B pricing optimization for more than 15 years. It provides price optimization and price management applications for companies in manufacturing, distribution, high-tech, and industrial services.

Business Challenge

In addressing core business needs, our client was looking for a reliable partner to develop custom software specifically to:
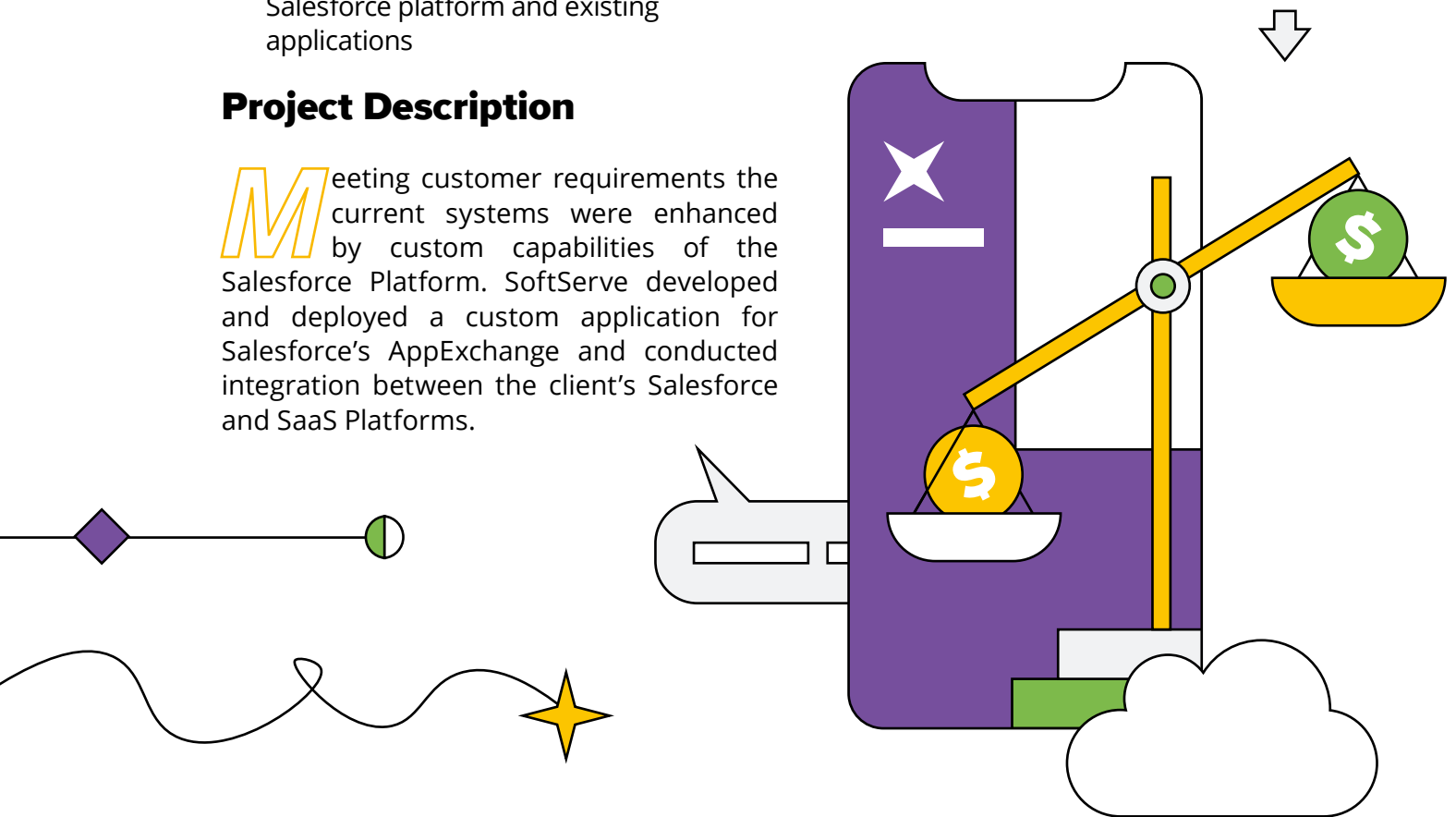
- Develop a custom Salesforce application and deploy it to Salesforce AppExchange

- Integrate its AI-SaaS platform with a Salesforce platform and existing applications

Project Description

Meeting customer requirements the current systems were enhanced by custom capabilities of the Salesforce Platform. SoftServe developed and deployed a custom application for Salesforce's AppExchange and conducted integration between the client's Salesforce and SaaS Platforms.
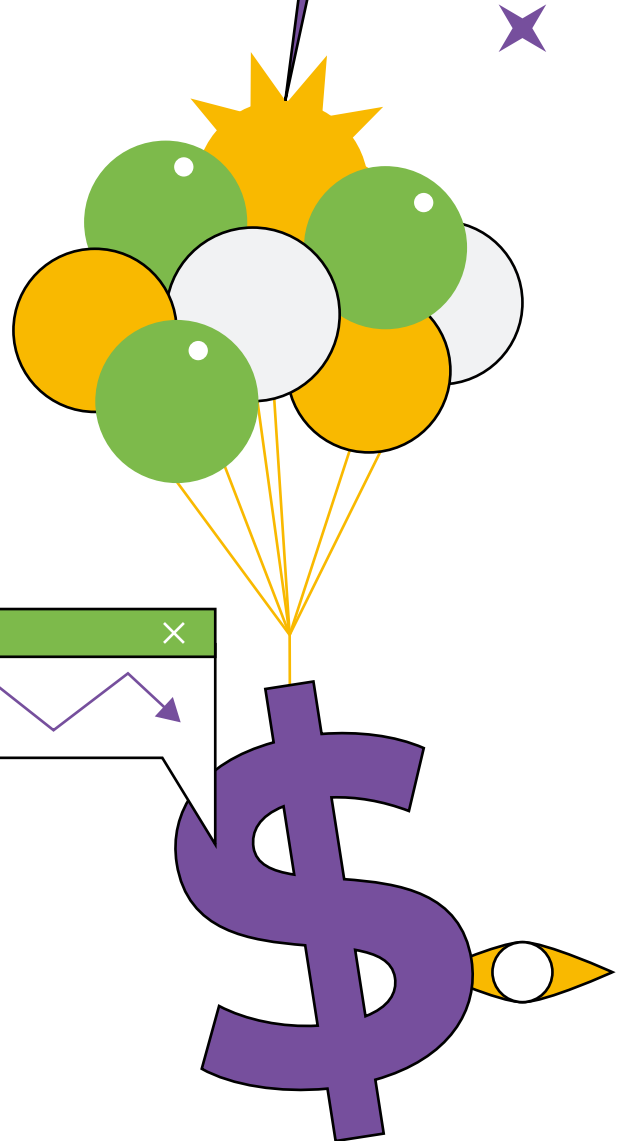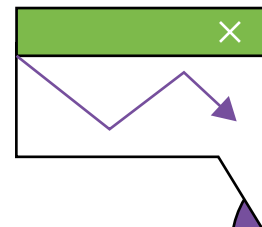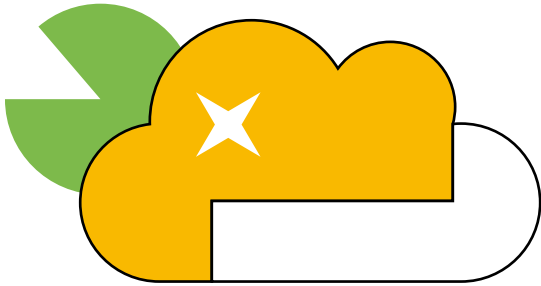
Using this Salesforce platform the team:

- Delivered proof of concepts for new features

- Designed and created infrastructure for product release

- Designed and implemented real-time data synchronization between Salesforce and the application tier

- Implemented custom components for Visualforce and Lightning platform

case study | *B2B Price Optimization Solutions Provider Develops Custom Application for The AppExchange on Salesforce Platform*
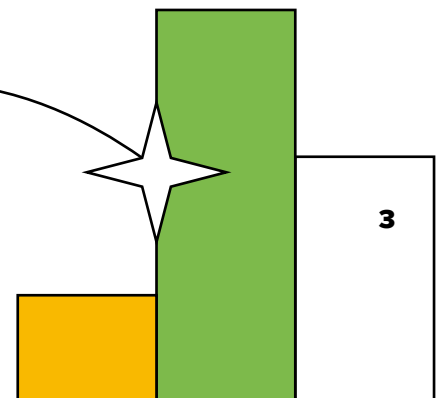
2

Value Delivered

- Differentiated pricing for existing customers and new visitors at the product or SKU level

- eCommerce-specific discounts that can be personalized (or targeted) to customer segments and product groups

- Clear analytics of pageviews, conversions, cart abandonment data and inventory availability to set multiple discounting strategies online

- The new features offer customer-specific agreement prices and dynamic tiered pricing for quantity breaks online

case study | *B2B Price Optimization Solutions Provider Develops Custom Application for The AppExchange on Salesforce Platform*

3

ABOUT US

SoftServe is a digital authority that advises and provides at the cutting-edge of technology. We reveal, transform, accelerate, and optimize the way enterprises and software companies do business. With expertise across healthcare, retail, energy, financial services, and more, we implement end-to-end solutions to deliver the innovation, quality, and speed that our clients' users expect.

SoftServe delivers open innovation, from generating compelling new ideas, to developing and implementing transformational products and services.

Our work and client experience is built on a foundation of empathetic, human-focused experience design that ensures continuity from concept to release.

We empower enterprises and software companies to (re)identify differentiation, accelerate solution development, and vigorously compete in today's digital economy. No matter where you are in your journey.

Visit our **website**, **blog**, **Facebook**, **Twitter**, and **LinkedIn** pages.

NORTH AMERICAN HQ

201 W 5th Street, Suite 1550
Austin, TX 75703
+1 866 687 358

1 University Avenue Suite 11-112
Toronto, ON M5J 2P1
+1 647 948 7638

EUROPEAN HQ

14 New Street
London EC2M 4HE
+44 (0) 800 302 9436

info@softserveinc.com
www.softserveinc.com

softserve