

**Success story**

**A company that  
distributes household  
items, garden supplies,  
and toys.**

**Develop and  
integrate  
applications into the  
Salesforce platform**

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A 360° service and personalized  
attention

**Automation  
of sales,  
production  
and shipping  
process**



## Corporate Challenge

DO Brands, a sourcing company that connects the distribution chain to offer a comprehensive service tailored to the needs of its customers, is a global supplier of home, garden and toy products for large corporations in America and Europe.

Customer satisfaction is a priority, so intensive control is carried out in all process phases to ensure the best possible result. Integrated and available in real-time, the management of a sales catalog, sales process, quotation process, production orders, and shipments in their Salesforce platform allows them to optimize their diversified distribution worldwide.

## What SMX Services & Consulting Inc. Did

Develop a custom quoting solution including a Java application hosted on AWS EC2 for generating XLS quotes with product images that sales executives can select categories and subcategories and share them with customers through a link.

They can also review, adjust and approve orders within the system. Similarly, SMX implemented a complex approval process for orders and a follow-up subsystem to automate most interactions with customers, suppliers, carriers and auditors through a supplier community and an email alert system.

And finally integrate Salesforce with the local ERP system.



The control of all processes, optimization of prices and costs, and simplifying administrative and operational processes result in significant savings in personnel. This allows the company to scale up with a reduced team while maintaining customer profit margins. DO Brands develops brand strategies for private clients and has its own catalog, which is divided into four brands.

salesforce

## Core value

"Helping organizations to transform their distribution chains, with a positive impact on business, society and the planet. "