



Woodgrain Improves Customer Intimacy and Enhances Sales Productivity Through SAP Sales Cloud and Commissions Solutions.

Learn how Woodgrain, one of the largest supplier of wood products, leveraged SAP Sales Cloud and Sales Commissions to transform sales operations.

At a Glance

Goal

To improve customer intimacy & customer engagement, improve forecasting, and reduce manual errors in sales commissions.

Strategy

Build a strong and robust solution with SAP Ccustomer Experience solutions.

Outcome

- Improved customer intimacy & engagement
- Improved forecasting
- Enabled salespeople with right set of tools to automatically generate quote, and exposure to inventory
- Commissions Management-Streamlined incentive compensation management, distribution and approval

Why Birlasoft?

- Thought leadership and industry experience
- customer focused approach
- Strong AI/ML practice
- Deep domain expertise across the CX Suite

About the Customer

Woodgrain Distribution was established in 1998 as a part of Woodgrain Inc., which has more than 65 years of quality craftsmanship and service as one of the largest millwork operations worldwide with locations all around the United States and Chile. Woodgrain makes the highest quality wood moldings, doors, and windows.

Woodgrain Distribution handles third-party logistics and reload programs throughout the country – linking dozens of manufacturers to their customers' distribution networks of even to the store shelf.

Challenges

Woodgrain's sales processes were manual and not integrated with existing SAP systems. So, the sales team did not have a 360 degree of the customer. Also, because of not having an automated sales commission solution, there was a lack of transparency with sales commissions, salespeople were spending time in shadow accounting, and there were manual errors wherever complex sales commissions were involved.

Solution

After evaluating various solutions Woodgrain and the Distribution division decided to create a corporate strategy based on SAP Customer Experience. The first implementation of this included:

- Sales Cloud,
- SAP Intelligent Sales Execution
- SAP Commissions
- Sales Analytics Cloud integration
- ECC Integration for master data, pricing, inventory management and order creation
- SAP BW integration

To meet Woodgrain's distribution timeline and requirements, Birlasoft utilized SAP's Activate (Agile) methodology and templates to support the project's short timeframe. Birlasoft enhanced the application to provide views into Woodgrain's inventory locations, improved usability, and forecasting.

For the sales commissions solution, we maintained a complete out-of-the-box implementation, providing simple processes that automated a time-consuming manual process with improved reporting to the field.

Business Outcome

With the implementation of Sales Cloud by Birlasoft, Woodgrain experienced growth in customer engagement.

After Birlasoft implemented SAP Intelligent Sales Execution and completed the Sales Analytics Cloud Integration and SAP BW Integration, Woodgrain's sales productivity was improved as sales reps were able to access a complete view of every customer and every opportunity, along with simplified pipeline and accurate forecast, and able to create and submit the quotes quickly. Also, sales incentive compensation management was streamlined, which reduced risk of manual errors, eliminated shadow accounting, and improved sales productivity and sales motivation.

From the Customer

Overall, I am very pleased to have our CX platform in place. We have a ton of functionality that we did not have before, and that is a success that should be celebrated! I am grateful for a team that put in a tremendous amount of effort on this project – we really could not have asked for more from the Woodgrain team over the last few months.

Matt Aemmer – VP of Distribution Sales



RESOURCES

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