

## CLIENT GOAL

Create a Lead-to-Cash process template for global sales.

Use automation to maintain consistent sales processes across countries.

Package products and associated services with easily applicable discounts.

Support contracted product purchases and bucketed discounts.

Streamline pricing, contracting, order management, billing, invoicing, and rebates.

Amazing what you guys pulled off! Performance improvement of +700% on our ALM process is something we could never dream of.

Global Process Owner, JDE Peet's

# JDE Peet's Launches Full Lead-to-Cash Stack in 14 Months



## THE PROBLEM

Have you ever had a group project where one area just refused to come together? Well, that's what JDE Peet's encountered trying to overhaul their Lead-to-Cash process. JDE had embarked on a massive project: to completely transition their business processes from Excel and SAP CRM to a new cloud-based solution based on Salesforce and Conga. The Salesforce implementation went without a hitch, but Conga CPQ and CLM just wouldn't come together. The functionality JDE needed didn't exist in Conga yet and was twelve months away in Conga's roadmap. JDE couldn't wait a year to just get started—the initial timeline for this project was 6 – 8 months.

Everyone in the group did their part: JDE hired systems integrator Accenture for their Salesforce implementation with great results. But the Conga implementation stumped Accenture too. JDE Peet's is the world's largest pure-play coffee and tea company and that encompasses hundreds of different ways of selling, through multiple sales channels. Whether it was selling boxes of tea to Costco, servicing



## WHY COMMERCECX?

We improve lead to revenue, quote to cash, and CRM experiences. CCX designs, develops, and implements error-free solutions using the Salesforce platform, giving your organization the power to reach its full potential.

## FOR MORE INFO

To learn how CCX Configure, Price, Quote can help you develop and drive your e-commerce strategy, connect with us to learn how CCX can help you make your next big move. For more information, please visit: [www.commercecx.com](http://www.commercecx.com)

a café's espresso machine, or supplying coffee beans to a multinational conglomerate, JDE's system needed to account for everything. Their Quote-to-Cash process needed to incorporate elements of Conga CPQ, CLM, and Billing into a cohesive system that could accommodate the complexity of JDE's pricing conditions.

## THE SOLUTION

Accenture worked previously with CommerceCX and knew we were the people to help JDE repair their implementation and integrate it with their existing Salesforce infrastructure. Not only did CommerceCX deliver a working implementation, we expanded the solution's impact with a bang: after 14 months of working with JDE, our complete solution launched in eight countries simultaneously.

## THE RESULTS

We customized Conga to enable necessary functionality by:

- ✓ Building and integrating a new pricing engine that incorporated customized bucketed discounts, contract pricing, and asset-based ordering processes.
- ✓ Integrating inside, channel, and e-commerce sales into being managed by one system.
- ✓ Completing downstream fulfillment support for billing, invoicing, and finance.
- ✓ Fully integrating Conga with JDE's Salesforce and SAP implementations.
- ✓ Migrating over 250k contracts from their previous system in five days.

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