



Case Study

WELLBORN
CABINET™

BACKGROUND

Wellborn Cabinet is a high-craftmanship North American cabinet manufacturer in operation since 1961. The company manages six product lines through its network of dealers and authorized contractors. Throughout its history Wellborn has also partnered with home projects throughout the USA and been featured in such media as *HGTV Dream Homes* and *Southern Living Ideas Home*.

CHALLENGE

The company's former sales automation tool was not integrated with its current SAP systems, leading to disparate data and internal adoption issues. It prevented the company from having a seamless way to manage the complete customer lifecycle. To address this and ensure efficient operations, the company needed an end-to-end solution addressing sales automation and backend office goals. With that Wellborn moved to SAP Cloud for Sales to be integrated with S/4 HANA - and coordinated the Cloud for Sales GoLive with the S/4 HANA GoLive.

HOW ECENTA HELPED

ECENTA supported the development of a customer management process to empower the business with better customer experiences. By enabling Wellborn to holistically

view and manage leads and customers across multiple systems, the company could better capture, track, qualify, and nurture leads, as well as service customers better at various touchpoints. Process development included assessing and implementing for both business and technical requirements, the latter applying both front-office and backend systems.

Users can now focus their work in one system, operating in a homogenous landscape with only SAP products. Additionally, data quality has improved since systems are now directly connected and syncing automatically. System access has also improved as users can login from anywhere to the cloud-based system, and even work offline via a mobile app.

CLIENT

Wellborn Cabinet

SCOPE

Implementation and Integration

PRODUCTS

SAP Sales Cloud



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**RESULTS****Business**

- Developed a customer management process that aligns with system capabilities
- Created 360-degree view of accounts with visibility to their sales orders
- Integrated sales activities and automations with back office activities

Technical

- Integrated SAP Sales Cloud applications with backend S/4 HANA platform
- Delivered a homogenous landscape for users, increased data quality, and improved system access