



# Salesforce Sales, Service & Marketing Cloud Transformation

From Fragmented Execution to Connected Growth

# SCALING GROWTH WITHOUT LOSING MOMENTUM

Edward Martin is a US-based tile and stone manufacturer serving both B2B and B2C customers across a competitive building materials market.

As demand increased, customer-facing operations struggled to keep pace. Sales inquiries were managed manually, service responses varied by team, and marketing lacked the data foundation needed to personalize engagement at scale.

Leadership had limited visibility into pipeline health, customer activity, and post-purchase status making forecasting and prioritization increasingly difficult.



The challenge wasn't just growth.  
It was maintaining **SPEED, CONSISTENCY & VISIBILITY**  
as the business expanded.

# FROM MANUAL FRICTION TO MEASURABLE IMPACT

Rather than separating “the challenge” & “the results,” this engagement is best understood by looking at what fundamentally changed across core operational areas.



| OPERATIONAL AREA  | BEFORE MYRIDIUS                                    | AFTER MYRIDIUS   |
|---|--|--|
|  Sales inquiry handling     | Excel-based tracking with no standardized workflow | <b>Automated</b> lead capture, routing, & tracking in Salesforce |
|  Response times             | Inconsistent follow-ups and delays                 | <b>28% faster</b> response times                                 |
|  Pipeline visibility      | Fragmented views across teams                      | <b>Unified Customer 360</b> with real-time pipeline insights     |
|  Lead-to-conversion cycle | Manual handoffs slowed conversion                  | <b>25% reduction</b> in lead-to-conversion time                  |
|  Marketing engagement     | Limited personalization and attribution            | <b>40% increase</b> in email engagement                          |
|  Customer retention       | Reactive service follow-ups                        | <b>Real-time</b> order status visible in Salesforce              |
|  Order visibility         | Shopify data siloed from CRM                       | <b>Federated</b> operating model designed to scale               |
|  Cross-team collaboration | Disconnected Sales, Service, and Marketing         | <b>Aligned execution</b> across all customer touchpoints         |

# WHY MYRIDIOUS?

## A PARTNER FOR CONNECTED EXECUTION

Edward Martin selected Myridius because they needed more than a Salesforce implementation. They needed a partner who understood how fragmented customer journeys quietly erode growth.



Deep experience modernizing manufacturing & building materials operations



Proven Salesforce architecture across Sales, Service & Marketing Clouds



Strong integration capabilities connecting commerce, CRM & analytics



An outcome-driven delivery approach focused on speed, visibility & scalability



Rather than digitizing existing inefficiencies,  
Myridius redesigned the end-to-end customer lifecycle.

# A UNIFIED SALESFORCE CUSTOMER 360

Myridius delivered a Salesforce-led transformation designed to connect inquiry, engagement, fulfillment, & insight across the organization.

## WHERE SALES, SERVICE, & MARKETING BECAME ONE SYSTEM



### SALES & SERVICE ENABLEMENT

Sales Cloud and Service Cloud were configured to standardize lead, opportunity, product & pricing workflows while enabling faster service resolution through cases, knowledge articles, Service Console, and Service Voice.



### COMMERCE & DATA INTEGRATION

A REST API integration with Shopify enabled automatic creation of leads, accounts, opportunities, and orders in Salesforce delivering real-time order status visibility and eliminating post-purchase blind spots.



### MARKETING AUTOMATION & PERSONALIZATION

Marketing Cloud Engagement powered automated welcome journeys, purchase follow-ups, and loyalty programs. Data Cloud unified B2B & B2C profiles, while Einstein AI enabled relevant product recommendations & personalized messaging at scale.

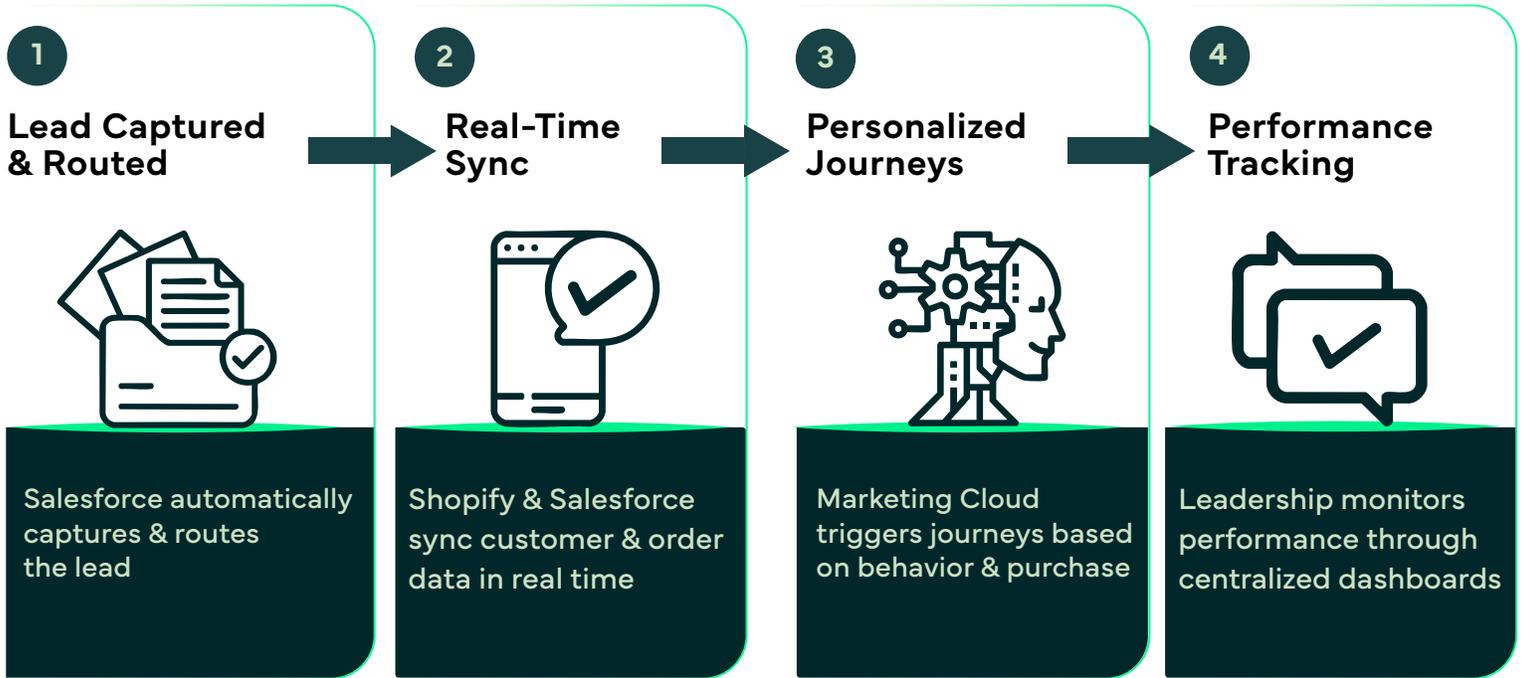


### LEADERSHIP ANALYTICS

Tableau dashboards centralized sales, service, and marketing insights giving leadership a real-time view of pipeline health, engagement, and performance.



# FROM INQUIRY TO INSIGHT



The result is connected execution without added complexity.



# ENTERPRISE RESPONSIVENESS AT SCALE

This transformation delivered more than operational efficiency.

Customers receive **faster,**  
more consistent responses



Sales teams convert  
opportunities with  
**greater confidence**



Marketing **scales**  
**personalization** without  
manual effort



Service teams resolve issues  
with **full customer context**



Leadership makes decisions  
backed by **real-time data**



**Most importantly, the business gained  
the ability to grow without losing control.**



# OPERATIONAL CONFIDENCE AT SCALE

In manufacturing and building materials, growth is often constrained not by demand but by disconnected systems and manual execution. This case demonstrates how modernizing Sales, Service, and Marketing on a unified Salesforce foundation can turn operational complexity into a competitive advantage.

This wasn't just a platform upgrade,  
It was a shift from fragmented execution  
to **connected growth**.





Bringing **Genius** Together.

## WHAT'S NEXT?

If your organization is managing customer engagement across disconnected systems or struggling to scale personalization and visibility. **Myridius** can help you unify, automate, and grow with confidence.

### About Myridius

Myridius, formerly RCG Global Services has been at the forefront of helping enterprises transform through technology. Today, we are shaping the next era of digital engineering—an AI-native era where success is defined not by scale alone, but by speed, intelligence, and measurable business outcomes. Myridius brings together deep domain expertise, modern engineering, and AI-first innovation to help organizations move beyond experimentation and achieve real impact. We partner with clients in Financial Services, Healthcare, Travel, and Manufacturing to modernize core systems, unlock data-driven insights, and create new digital business models that drive growth and resilience. Anchored in more than 50 years of industry heritage and powered by a future-focused mindset, Myridius is the partner of choice for enterprises seeking to reinvent themselves with confidence—delivering not just digital transformation, but business transformation at scale.