



Persistent



PELLENC ST

salesforce

PARTNER

Customer story

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How Persistent helped Pellenc ST to become more responsive and competitive through Salesforce's CPQ solution

Persistent Systems was able to reassure us right from the call for tenders, thanks to their business expertise, but also their ability to listen and its responsiveness. Proximity and presence were their strengths, at all times and at all levels. I always received answers to my questions, and I was very satisfied with the quality of their deliverables. The staff challenged us on our processes while carrying out their advisory role: it's exactly what we expected of them. This is what made the project so successful!



Annet Mathieu-Borde

CRM, Process and Customer Digitalisation Project Manager, Pellenc ST

Key numbers:

2001: creation of Pellenc ST in
Pertuis (Vaucluse)

15% average annual growth over
the last 6 years

220 employees

52 million euros in turnover in 2021

Target: to **double** turnover by 2025

The client

Pellenc Selective Technologies is a very high-growth SME that designs and markets smart and connected optical sorting solutions for the waste and recycling industry in France. Pellenc ST generates 70% of its turnover internationally: market leader in Japan, the company also exports to the United States and several European countries.

Pellenc ST's objective is to foster widespread uptake of the circular economy, which encourages reclaiming waste and giving it a second lease of life, through recycling, repurposing and reuse.

Today, sorting guidelines have been simplified to encourage residents to recycle and move away from the linear consumption model. Also, sorting centres are modernising to be able to identify and separate materials better, for improved recycling quality.

This is why innovation is Pellenc ST's main growth driver: 10% of turnover is invested in research and development, to make its machines ever more intelligent and connected.

At the end of 2019, Pellenc ST launched the "We are 2025" project: the company plans to invest 10 million euros in order to reach 80 to 85 million euros in turnover by 2025.

For more details: <https://www.pellencst.com>

Key facts



Duration

12
months



Licences

125
users



Integrations

ERP



Products

Sales Cloud, Service
Cloud, Community
Cloud, CPQ, Pardot



www.pellencst.com

CPQ is an efficient, user-friendly tool that enables us to save time while preparing quotes and reduces the risks of error. It is also a very good pre-sales tool, which guides the user through the selection of compatible and necessary options in line with the customer's needs.

Anna Palladino
Sales Administration Coordinator

The challenge

The partnership between Pellenc ST and Persistent Systems began in 2020, as part of a vast digital transformation project led by its CEO, Jean Henin. To cope with growing demand for its machines, which are increasingly advanced from a technological point of view, Pellenc ST wanted to improve the efficiency of their sales quoting process. Digitalisation has therefore become essential.

After consulting three service providers, the company opted for Persistent Systems:

"Persistent stood out right from the beginning in terms of approach, methodology and business expertise. Their relationship of trust with Salesforce, spanning nearly 20 years, was reassuring for us."

Annet Mathieu-Borde, CRM, Process and Customer Digitalisation Project Manager, Pellenc ST

The assignment's terms of reference were to:

- \\ **Simplify the preparation of sales quotes, in order to cope with the growing demand.** Quotes were prepared using Word and Excel files with very time-consuming formatting: 40% of the sales assistants' time was devoted to this task.
 - \\ Eventually, **enable more players to put bids together themselves**, within a clearly defined framework, both in terms of product configurations and pricing rules.
 - \\ **Take into account the high level of complexity of multiple potential configurations.** Pellenc ST machines can be configured with a wide range of options and features depending on customer requirements.
- As these are not all compatible with each other, the implementation of a configuration tool proved to be essential.
- \\ **Formalise certain internal rules and set up a robust system**, while anticipating the factors to be taken into account upon probable future integration with the ERP.

The solution

Already a Salesforce customer since 2013, Pellenc ST chose Persistent to help them implement CPQ, Salesforce's sales quote solution. The project was carried out in two phases:

- \\ First, adding and customising CPQ's core features
 - documenting all the configuration rules on the different Pellenc ST machine ranges (Configure)
 - adding discount rules, calculated by the system based on complex criteria and rules (Price)
 - making quotes more readable and easier to generate in a few clicks, with all the essential constituent information (Quote)
- \\ The next step was to add improvements and updates to ensure uptake of the new solution by its users
 - the configuration of the discount and payment terms authorisation system
 - the integration of spare parts, in anticipation of the future use of Salesforce Field Service Lightning (FSL)

Thanks to their knowledge of business processes and industrial best practices, Persistent was able to accompany us throughout our project, which was fraught with complex issues to overcome. Their good operational knowledge of sales teams, along with their dedication throughout the project, is a major asset!

Nicolas Sieurin

QHS and Digital Infrastructure & Tools Manager

The results

The added value of Salesforce's CPQ became obvious from the very first months following its introduction. Increased responsiveness to fast-growing customer demand helps improve brand image and achieve Pellenc ST's ambitions. This has helped to stand out in the highly competitive global recycling environment.

- \\ The company is **saving between 40% and 50%** of the time spent on quote preparation.
- \\ Sales assistants can now focus on the **higher value-added tasks** stemming from the growth of Pellenc ST's business (+15% expected in 2022).
- \\ Only a month after the end of the project, Pellenc had developed **twice as many offers in CPQ** as in the old system, which is being phased out.
- \\ **CPQ uptake** has proven to be very good: this is thanks to a combination of exemplary change management by Pellenc ST, and the user-friendly nature of the solution implemented by Persistent Systems.
- \\ Eventually, with 50 active CPQ licences out of 125 cloud licences, almost **half of Salesforce users** will be able to take advantage of the new system.
- \\ The **timeline** announced by Persistent Systems was adhered to. Pellenc ST asked to include in the specifications certain elements that proved essential for a successful launch. Thanks to its expertise, Persistent gave very good advice on prioritising requirements, as well as on how to meet them.

Next steps

Persistent Systems continues to prove a trusted partner for Pellenc ST, and to support its integration projects. The next step in Pellenc ST's digital transformation process will be the implementation of Field Service Lightning, scheduled for the second half of 2022. The tool will, among other things, enable service activity scheduling that is more flexible and better suited to the customer's needs, as well as improved monitoring of installed machine inventory.

Then, to further develop the Salesforce platform as a whole, it will be integrated with the ERP system during 2023.

We are very satisfied with our relationship with Persistent, one of our trusted partners for 19 years. As a Platinum Salesforce partner, Persistent works alongside us to contribute to our customers' success.



Leon Mangan

Salesforce senior Alliances and Channels VP
EMEA & LATAM

Skills & Certifications

Management of complex multi-cloud projects. More than 600 certifications (Feb. 2022), including: FSL, CPQ, Marketing Cloud, Pardot, B2B Commerce, Tableau, Heroku and Mulesoft.

About Persistent

With 19,000+ employees around the world, Persistent Systems is a global solutions leader delivering digital business acceleration, enterprise modernization, and next-generation product engineering.

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