



Persistent



Aramine  
NEVER STOP MINING

salesforce

PARTNER



Customer story

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# How Persistent helped Aramine enhance profitability with Salesforce CPQ

Salesforce's CPQ is the perfect solution for Aramine's very complex business needs. Furthermore, it's an excellent complement to the Sales Cloud CRM previously implemented by Persistent and their expert support has helped us enormously to use the tool autonomously.



**Arnaud Paul**

Sales Director Equipment Division, Aramine

## Key numbers:

**1975:** Continental Industries established, which became Aramine in 1994

**110** Employees

**50** machines sold per year

**98%** of revenues generated outside France

## The client

Aramine is a leading manufacturer of mining and underground equipment and the preferred partner of the world's largest mining and underground operations.

Aramine's collaboration with Persistent Systems France began in 2019 when Aramine decided to equip its teams with Salesforce's Sales Cloud, a modern CRM that matched their ambitions for growth.

Aramine also uses its Sales Cloud CRM to manage a range of services including work orders for starting and repairing machines, and several other after-sales service activities.

The gains in time and efficiency across these services prompted Aramine to extend Salesforce's functionalities to streamline the creation of commercial quotes for their equipment sales.

In 2021, Aramine entrusted this new project to Persistent Systems France, Aramine's reference partner for every aspect of customer relationship management.

Find out more about Aramine: [www.aramine.com](http://www.aramine.com)

To read about Aramine and Persistent's original collaboration to implement the Salesforce CRM Sales Cloud, [click here](#).

## Key facts



**Duration**

**4**

months



**Licences**

**15**

users



**Integrations**

ERP Prolog



**Products**

CPQ



[www.aramine.com](http://www.aramine.com)

My work involves frequent travel. CPQ has improved my capacity to respond to customers by meeting their needs in a few clicks. This undeniably saves my time and delivers visually attractive information to the clients.

Flavien Roman  
Responsable Commerciale Aramine

## The challenge

Aramine had multiple objectives for this new project:

- \\ **Simplify the sales team's job.** Historically, machine sales quotes were created in ERP Prolog. Originally designed for distributing spare parts, Aramine had adapted this tool to accommodate costing machines. ERP Prolog's user-unfriendly interface made it difficult to learn and use. Furthermore, the format for presenting quotes was very unattractive compared to Aramine's competition.
- \\ **Save time by centralizing information.** The sale of mining and underground equipment is complex and subject to many constraints. Aramine wanted to restructure the information sharing to reduce the number of face-to-face meetings and electronic exchanges between relevant departments and be less reliant on multiple Excel files.
- \\ **Control costs and reduce the risk of errors.** The process of compiling machine quotes is multifaceted. It includes detailing the selected equipment options, the commercial terms for delivery abroad (or Incoterms), the conditions imposed by the mine and so on. Aramine needed a solid and timely approvals process to account for all these elements in the quote.
- \\ **Extend the new solution to include the sale of used machines.** Besides manufacturing new equipment, Aramine also reconditions used machines. The parameters for customizing used equipment vary for each machine. Moreover, these parameters are codified differently from the ones for new machines.

## The solution

Persistent Systems implemented Salesforce's CPQ (Configure, Price, Quote) solution for creating commercial quotes. The new solution:

- \\ Has a robust approval system to streamline offers for machines with complex and multiple configurations
- \\ Has been customized by Persistent to allow CPQ offers for used machines
- \\ Creates documents dynamically using Conga, including machine specifications, terms of sale and payment and other quote-specific documentation

For budgetary reasons, and because CPQ is intuitive and easy to learn, Aramine chose to partially configure the solution in-house.

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Arnaud Paul

Sales Director Equipment Division, Aramine

## The result

- \ **Increased profitability** – CPQ records each quote accurately and in detail, making it possible to avoid costly production errors and anticipate slippage
- \ **Faster processing** – all relevant managers receive alerts allowing them to approve or refuse the conditions of a commercial quote in progress
- \ **The margin for error is eliminated** – parameters set within the CPQ configurator allow it to propose equipment options to the sales representatives that match the customer's request
- \ **Salespeople save time** – the smart configurator allows salespeople to compile accurate quotes much faster, saving time that they can devote to other, higher value-adding tasks
- \ **Quotes are formatted much more intelligibly and attractively** – this appeals to Aramine's customers
- \ **Multi-machine quotes** are now possible
- \ **Persistent delivered the project on time**

## The next steps

The collaboration between Aramine and its trusted partner Persistent Systems continues. Persistent's experts are working with Aramine to empower their Salesforce CPQ administrators and grow their skills.

We are extremely satisfied with our relationship with Persistent, one of our trusted partners since 2003. As a Salesforce Partner, Persistent works alongside us in supporting our customers to succeed.



**Leon Mangan**  
Salesforce SVP Alliances et Channels  
EMEA & LATAM

## Skills & Certifications

Management of complex multi-cloud projects. Over 600 certifications (February, 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.

#### India

Persistent Systems Limited  
Bhageerath, 402,  
Senapati Bapat Road  
Pune 411016.  
Tel: +91 (20) 6703 0000  
Fax: +91 (20) 6703 0008

#### USA

Persistent Systems, Inc.  
2055 Laurelwood Road, Suite 210  
Santa Clara, CA 95054  
Tel: +1 (408) 216 7010  
Fax: +1 (408) 451 9177  
Email: info@persistent.com

#### France

Persistent Systems France S.A.S.  
1 rue Berlioz  
38600 Fontaine, Grenoble  
Tel: +33 4 76 53 35 87  
Fax: +33 6 16 99 35 56  
Email: contact-france@persistent.com



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