



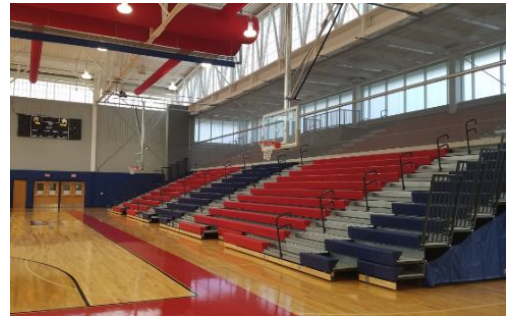
SUCCESS STORIES

Manufacturing

THIS DOCUMENT IS NOT CLIENT FACING – DO NOT DISTRIBUTE OUTSIDE OF
THE HUNLEY GROUP AND SALESFORCE.

A stylized illustration of a city skyline at the bottom of the page. It features various buildings in shades of green, blue, and brown, some with grid patterns. Several construction cranes in blue and red are interspersed among the buildings. In the foreground, there are red and blue grid patterns representing construction sites.

**Internal
Salesforce
use only**



Sales Cloud



Field Service



MuleSoft

Challenge

Degler Whiting, a trusted family-owned business with over 70 years of experience in facility equipment, was facing major operational strain after tripling revenue in just three years. Their spreadsheet-driven processes created silos across sales, project management, and field service. Communication gaps slowed execution and threatened customer experience. Leadership needed a unified platform to improve efficiency, collaboration, and scalability.

ACV: \$57,000

Solution

The Hunley Group's proposed solution included:

- **Sales Cloud** for opportunity and customer lifecycle management.
- **Field Service** to streamline scheduling, dispatching, and service management.
- **MuleSoft integration** with Deltek ERP, creating a seamless flow of data across sales, service, and project management.

This end-to-end platform provided a single source of truth, connecting teams and enabling stronger collaboration. A tailored payment plan and clear implementation roadmap gave leadership the confidence to move forward.

Results

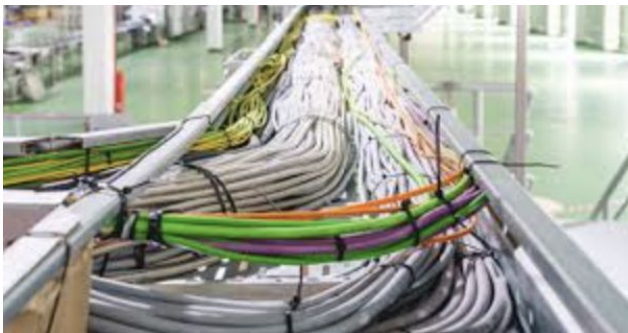
The implementation of this innovative solution delivered:

- A 360° customer view uniting sales, service, and project management.
- Stronger collaboration and streamlined operations across teams.
- Confidence in scalability and long-term growth through Salesforce.

This engagement also represented a **\$57K win toward a \$450K annual quota**, highlighting the value of aligning technology with customer needs and building trust through partnership.



CLARKTM
WIRE & CABLE



Executing a Create and Close in 9 Days for Wire and Cable Company



Agentforce
Sales



Marketing
Cloud

ACV \$21,000

Challenge

Clark Wire & Cable struggled with disconnected systems that slowed sales and limited visibility, and Hunley led a create-and-close deal to help them move forward quickly and fix their:

- Aging CRM and siloed sales and marketing tools
- Heavy reliance on email and manual processes
- Limited pipeline visibility and confidence in lead quality
- No consistent way to manage consultant and integrator relationships



Solution

Hunley led a focused sales motion that aligned Clark on scope, value, and outcomes from day one. Hunley planned and presented the following:

- Implement Salesforce as the core platform
- Connect sales and marketing using Sales Cloud and Marketing Cloud Account Engagement
- Establish lead scoring, grading, and handoffs
- Deliver clear reporting for sales teams and leadership

Looking Ahead

With Salesforce in place, Clark is set up to support how their teams sell, collaborate, and grow.

- Sales teams can manage accounts, leads, and opportunities in one system
- Marketing can prioritize and route leads with greater consistency
- Leadership gains clearer pipeline and activity visibility
- Teams rely less on email and manual tracking
- The platform supports expansion as Clark's needs evolve



Sales Cloud + CPQ

Roofing Company Integrates Systems, Gains Accurate Pricing, Reliable Order Processing & More

Challenge

A roofing company specializing in sealants and waterproofing for buildings, stadiums, garages, homes, hospitals, and high-rises needed to optimize its mobile workforce operations for better scheduling, dispatching, and real-time tracking.

Solution

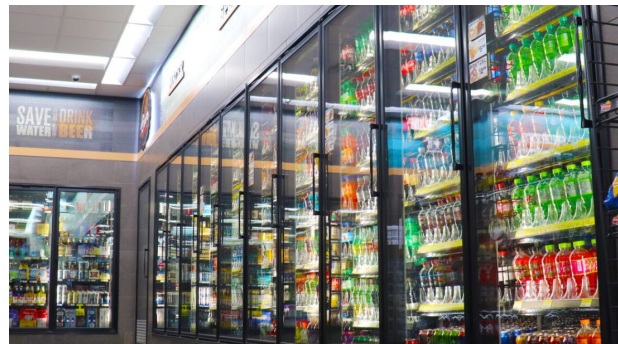
Hunley suggested and implemented the following solutions:

- Salesforce Sales Cloud integrated with, SAP, and their Specification system.
- CPQ used to create Quotes with accurate pricing from SAP.
- Mobile capabilities for uploading Quote Lines from CSV and accessing project information and Quotes.

Results

The following results were witnessed:

- Eliminated a system for tracking project information, reducing technical debt.
- Improved operational efficiency by integrating remaining systems.
- Ensured accurate pricing and reliable order processing with built-in controls.
- Increased productivity and flexibility with a unified system for desktop and mobile access.



MuleSoft



Service Cloud

Challenge

Heatcraft, a commercial refrigerator supplier, was facing challenges with:

- Dissatisfied Customers.
- Sales representatives lacking product knowledge, leading to missed sales opportunities.
- Customer Service tracking inquiries with post-it notes, causing delays and inefficiencies.

Solution

Hunley presented and implemented the following solution:

- Call center case management with integration to SAP sales data.
- Implementation of MuleSoft and Service Cloud.

ACV: \$180,000

Results

The following results were achieved:

- Enhanced customer satisfaction with streamlined case management.
- Improved sales performance through SAP integration for informed sales reps.
- Efficient customer service operations, replacing sticky notes with Service Cloud.

"Hunley Group has been instrumental in helping Salesforce expand our product footprint with Lennox | Heatcraft."

Confidential and Proprietary
- Ryan Carroll, Account Director



Elevating Roofing Material Sales Through Cross-Selling Structure



Service Cloud



Sales Cloud



Experience
Cloud



Pardot

Challenge

One of the largest roofing coatings, adhesives, and sealants companies in North America was facing significant challenges:

- They were undergoing numerous acquisitions.
- The company lacked effective cross-selling sales processes.

Solution

Hunley suggested and implemented the following solutions to address these challenges:

- Implemented Sales Cloud, Service Cloud, Experience Cloud, and Pardot.
- Developed a cross-selling structure to improve visibility and collaboration across teams.
- Provided comprehensive training to sales teams on the newly integrated products and services from acquired companies.

Results

These solutions led to the following positive outcomes:

- Enhanced communication and collaboration across the acquisition process.
- Increased cross-selling opportunities due to improved visibility and customer data integration.
- Streamlined sales processes and better alignment with customer needs, leading to higher sales and revenue growth.



thehunleygroup.com

THIS DOCUMENT IS NOT CLIENT FACING - DO NOT DISTRIBUTE OUTSIDE
OF THE HUNLEY GROUP AND SALESFORCE.

Confidential and Proprietary |



Manufacturing Cloud



Experience Cloud

Challenge

Solution

Results

Service Wire, a manufacturer of electrical wires and cables for various applications, faced significant challenges with their existing Legacy QAD CRM and portal, which were cumbersome and restrictive in nature.

This hindered productivity and resulted in lower customer satisfaction (CSat) scores. Users also found it difficult to navigate and efficiently utilize these systems, negatively impacting their workflow.



The Hunley Group presented and executed the following solution:

- A custom quoting solution integrated with their QAD ERP system which allowed access to commodity pricing and available inventory.
- Streamlined quoting process, and provided users with efficient tools for generating accurate quotes.

ACV: \$318,000

THIS DOCUMENT IS NOT CLIENT FACING – DO NOT DISTRIBUTE OUTSIDE OF THE HUNLEY GROUP AND SALESFORCE.

The following results were achieved:

- Real-time access to critical data facilitated quicker and more accurate quote generation, enhancing sales process efficiency and improving customer experience.
- Significant improvements in productivity and satisfaction.

"The Salesforce platform allowed us to build a quoting solution that actually meets our needs; we've gained huge productivity."

Confidential and Proprietary | Director of IT



Leading Roofing Provider Precisely Generates Quotes & Increases Worker Productivity



Sales Cloud + CPQ



Mulesoft

Challenge

A leading provider of roofing solutions, including high-performance roofing materials and systems, for residential, commercial, and industrial applications, faced challenges with:

- Effectively selling complex roofing products through a distributor network using partner experience.

Another Salesforce partner implemented CPQ and Hunley was brought in to optimize and enhance.



Solution

The Hunley Group's proposed solution included:

- Sales Cloud integration for Opportunity Management, CPQ, Advanced Approvals, and Order Management.
- A customized Partner Experience Community for managing opportunities with rep firms.
- Mulesoft revamp to ensure reliable bidirectional communication with SAP for quotes and orders.

THIS DOCUMENT IS NOT CLIENT FACING - DO NOT DISTRIBUTE OUTSIDE
OF THE HUNLEY GROUP AND SALESFORCE.

Results

The implementation of this solution yielded the following outcomes:

- Real-time access to critical data, enabling precise quote generation.
- Increased productivity and satisfaction among users.
- Transitioned from SAP WebUI to a unified user experience for quote and order management.

Confidential and Proprietary |

“Hunley has been instrumental in helping Salesforce expand our product footprint with Lennox | Heatcraft.”

– Ryan Carroll, Account Director





Commercial Roofer Accelerates Customer Response Time & Forecasting



Sales Cloud



Pardot

Challenge

A firm providing complete roofing solutions, including high-performance membranes, insulation, coatings, sealants, and repair products for commercial applications was encountered the following challenges:

- Collaboration on complex Opportunity Sales Cycles and communicating the impact on future production.
- Different business processes were required for the company's two divisions.
- Tracking leads from website form fills was inefficient.
- The solution needed to meet strict ITAR document sharing restrictions.

Solution

After careful consideration of requirements, Hunley moved forward with the following solution:

- Implementation of Sales Cloud with a custom build for generating Pipeline records.
- Integration of website leads into Salesforce for faster responses.
- Establish a secure document access through SharePoint.

Results

The following results were achieved:

- Improved collaboration and tracking of Opportunities and Sales Cycle.
- Enhanced prediction of future manufacturing requirements.
- Accelerated response times to customer inquiries.
- Ensured ITAR compliance for document sharing.

"Salesforce has given us all-new visibility to the pipeline across the organization, plus introduced collaborative efficiency to our opportunity and lead management."

Confidential and Proprietary |
- Sales Operations Manager



Doubled Sales Since Launch with Salesforce



CRM Analytics



Sales Cloud



Experience Cloud

Challenge

SynQor, a leading supplier of high-performance power conversion solutions, sought to replace Microsoft Dynamics with a system offering a user-friendly interface for tracking sales. Additionally, they needed a secure solution for creating and updating forecasts accessible to both internal users and partners.

Solution

After a thorough review of the companies business objectives, Hunley presented the following solutions:

- Implementation of Sales Cloud and CRM Analytics.
- Implementation of Experience Cloud with integration to Oracle.

ACV: \$110,000

Results

The following results were achieved:

- Doubled sales since launch with Salesforce.
- UI was simplified overall providing increased end-user adoption.
- The ability to create secure forecasts for partners and internal users.

"There has been very little internal maintenance needed by my team. Hunley has been great handling any issues that come up. Implementing Salesforce has freed up an entire Dev resource on my team."

- Nick Hemond, Software Engineer & Information Security Officer

Everlast Roofing, Inc.

Metal Roofing Manufacturer Gains Process Visibility & Time-Saving Automation



Service Cloud



Sales Cloud



Maps

Challenge

A roofing manufacturer and supplier of high-quality metal roofing and siding products for residential, commercial, and agricultural applications was running into the following challenges:

- All data was located in their homegrown ERP system, which lacked visibility and easy navigation for their teams.
- Reporting and rolling up data to stakeholders proved challenging.
- Their processes were not automated, resulting in lost time.

Solution

Hunley suggested and implemented the following solutions:

- Implemented Salesforce Maps to assign territories to the sales team.
- Implemented Service Cloud, utilizing the use case object and service dialer to manage order and sample requests.
- Integrated a connector to gather ERP data and move it into Salesforce.
- Improved the claims process to provide better visibility into raw materials.

Results

The following results were witnessed:

- Enhanced territory management and sales team assignments.
- Improved customer service response times.
- Better data visibility and navigation, allowing for more efficient reporting to stakeholders.
- Reduced manual efforts through task automation.
- More accurate inventory management and forecasting.



thehunleygroup.com

THIS DOCUMENT IS NOT CLIENT FACING - DO NOT DISTRIBUTE OUTSIDE OF THE HUNLEY GROUP AND SALESFORCE.

Confidential and Proprietary |



Customized Roofing and Fenestration Systems Company Gains Control of Their Sales Pipeline



Sales Cloud



Maps

Challenge

A firm specialized in designing and manufacturing custom-engineered roofing and windows was running into the following challenges:

- Lack of sales pipeline visibility.
- Inefficient territory management and sales route planning leading to lost opportunities.

Solution

Hunley presented and implemented the following solutions:

- Sales Cloud: Enhanced sales process management and provided comprehensive pipeline visibility.
- Salesforce Maps: Enabled efficient territory management and optimized sales routes.

ACV \$28,000

Results

The results included:

- Greater sales pipeline visibility, facilitating better forecasting.
- More effective territory management and optimized sales routes, boosting sales team productivity.
- More efficient sales processes, leading to higher conversion rates.

"The Hunley group is very knowledgeable about their industries as well as Salesforce. This made the implementation of Salesforce at our company very efficient and effective."

Confidential and Proprietary |
- Director of Sales



thehunleygroup.com

THIS DOCUMENT IS NOT CLIENT FACING - DO NOT DISTRIBUTE OUTSIDE
OF THE HUNLEY GROUP AND SALESFORCE.



Service Cloud



Experience Cloud

Challenge

Crestron, a global technology manufacturer was looking for a case management, knowledgebase migration, and a self- service portal.

This complex project involved global routing with three support teams, escalations, enterprise account support, and comprehensive self-service portal. Including end of life for existing support platform with limited reporting functionality.



Solution

After reviewing company processes and business goals, Hunley suggested and implemented the following solution:

- Implementation of Service Cloud for case management.
- Migration of knowledgebase to enhance access to information.
- Experience Cloud for a user-friendly self-service portal.
- Integration of a Feedback Management system.

ACV: \$740,520

THIS DOCUMENT IS NOT CLIENT FACING - DO NOT DISTRIBUTE OUTSIDE OF THE HUNLEY GROUP AND SALESFORCE.

Results

The following results were achieved:

- Enhanced scalability supporting various customer and technical service teams.
- Future-proofed platform with potential for CTI integration, additional feedback management, text support, and more.

Confidential and Proprietary |



AMERICAN WOODMARK

Cabinet Manufacturer Drops Home-Grown System and Gains Major Efficiency



Manufacturing Cloud



Field Service

Challenge

American Woodmark, one of the three largest cabinet manufacturers in the country, was facing the following challenges with:

- Differentiating services with an outdated CRM.
- Previous CRM lacked cohesion, hindering sales and service efforts.
- Managing multiple solutions led to complexity and inefficiency.

Solution

Hunley enacted the following solution:

- Implementation of Manufacturing Cloud and Field Service.
- Executed Wave 1 of Project Titan, introducing a CRM infrastructure across all sales channels to replace their home-grown solution.

ACV: \$1,320,000

Results

The following results were achieved:

- Replaced disparate, home-grown systems with Salesforce.
- Implemented Project Titan's Wave 1 for unified CRM across sales channels.
- Positioned operations for sustained growth and competitiveness.

"Salesforce has empowered our organization, bringing to life our vision of a Digital Enterprise."

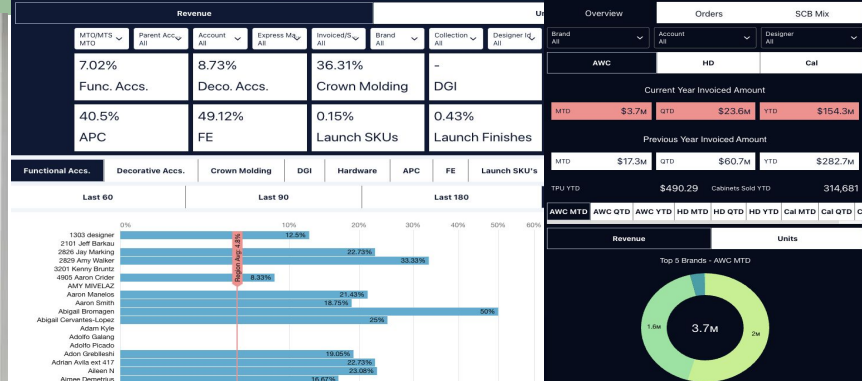
“Salesforce has given us all-new visibility to the pipeline across the organization, plus introduced collaborative efficiency to our opportunity and lead management.”

– Trent Oelkers, Sales Operations Manager





AMERICAN WOODMARK



CRM Analytics



Mulesoft

Challenge

Solution

Results

American Woodmark, one of the three largest cabinet manufacturers in the country, was facing the following challenges:

- They ran their sales operations on spreadsheets and emails.
- Current CRM only had non-interactive charts.
- There were many channels that required different needs that were not being met.

Hunley implemented the following solution:

- Integrated data from two ERP systems using Mulesoft.
- Implementation of a flexible budget management features.
- Implementation of CRM Analytics

ACV: \$300,000

The following results were achieved:

- Deployed a robust reporting system for real-time sales and budget tracking.
- Improved visibility into sales and budgets.
- Enhanced flexibility in budget management.

"The Salesforce Analytics platform is putting dynamic and flexible visibility to sales and quoting data into the hands of our sales teams; we see that allowing us to make more money almost immediately."