

RTI International Metals

Improved Customer Satisfaction Drives Increased Revenue.

A connected and standardized Salesforce Sales Cloud solution helps RTI International Metals unlock new revenue streams.

The Challenge

RTI was moving from a business model with many business units operating autonomously to a centrally managed and organized sales and marketing-driven business. Its Salesforce implementation represented the first step to unify all business units on a single platform that supported a common set of practices for account management and opportunity management and provided a 360-degree of customers globally. The solution needed to address these issues:

- ◆ **Decentralized customer data** residing in separate databases across global regions and division
- ◆ **Offline quote logs**—opportunities managed in individual Excel and Access files
- ◆ **Visibility challenges**—extensive manual effort to see customer activity across business units
- ◆ **Manual account planning**—no easy way to perform accurate and effective account planning
- ◆ **Corporate-level reporting**— Significant effort required to understand sales pipelines and develop forecasts
- ◆ **Bid approval tool mobility**— Gaining executive approval for bids was time consuming and offered no mobile capability
- ◆ **No global toolset**—RTI lacked a singular toolset across autonomous and geographically dispersed business units

THE BOTTOM LINE

DEPLOYED IN 12 WEEKS to SIX GLOBAL LOCATIONS and MORE THAN 15 BUSINESS UNITS

- INCREASED REVENUE STREAMS
- ACCOUNT PLANNING TIME DECREASED FROM WEEKS TO DAYS
- GREATER ENTERPRISE-WIDE COLLABORATION AND VISIBILITY
- STANDARDIZED PROCESSES
- 360-DEGREE CUSTOMER VIEW

RTI International Metals, Inc., is a leading vertically integrated supplier of titanium and specialty metal mill products, parts, specialized engineering, and other services. Its products fly on the most modern airliners, defend our troops, retrieve oil and gas from ocean depths, and sustain life in operating rooms around the world.

The Solution

We partnered with RTI to optimize and standardize its account and opportunity business processes on the Salesforce Sales Cloud across all of its business units. In addition, we integrated the Salesforce solution with the SAP back-office system to provide customer-facing employees with a 360-degree view of customer activity via Salesforce. Key elements of the solution included:

- ◆ Single CRM platform
- ◆ Sales Cloud
- ◆ SAP ERP integration
- ◆ AppExchange application

The Impact

Working closely with RTI, We deployed the solution in only 12 weeks and rolled it out across six global locations and more than 15 business units. Results included:

Increased revenue streams. Business units are able to share the same account record, improving visibility for cross-sell and up-sell opportunities that drive new revenue for RTI.

Faster account planning. Account plan generation time has decreased from weeks to days, as Salesforce generates plans and automates output.

Greater enterprise-wide collaboration and visibility. Unified business reports and dashboards enhance corporate-level visibility of business/customer communications and opportunities across all business units.

Standardized processes. The solution drives consistency in opportunity management, in turn reducing the time to turn around approvals.

Faster onboarding for new employees. With the solution in place, RTI can introduce new practices quickly across the organization, saving time and costs.

360-degree customer view. Sales representatives now have visibility to key customer orders and sales data in the back-office SAP ERP.



“I am very happy to find a highly capable platform in Salesforce and a highly capable partner for optimizing it”

Rebecca Lane

Director of Commercial Business Operations, RTI International Metals, Inc.