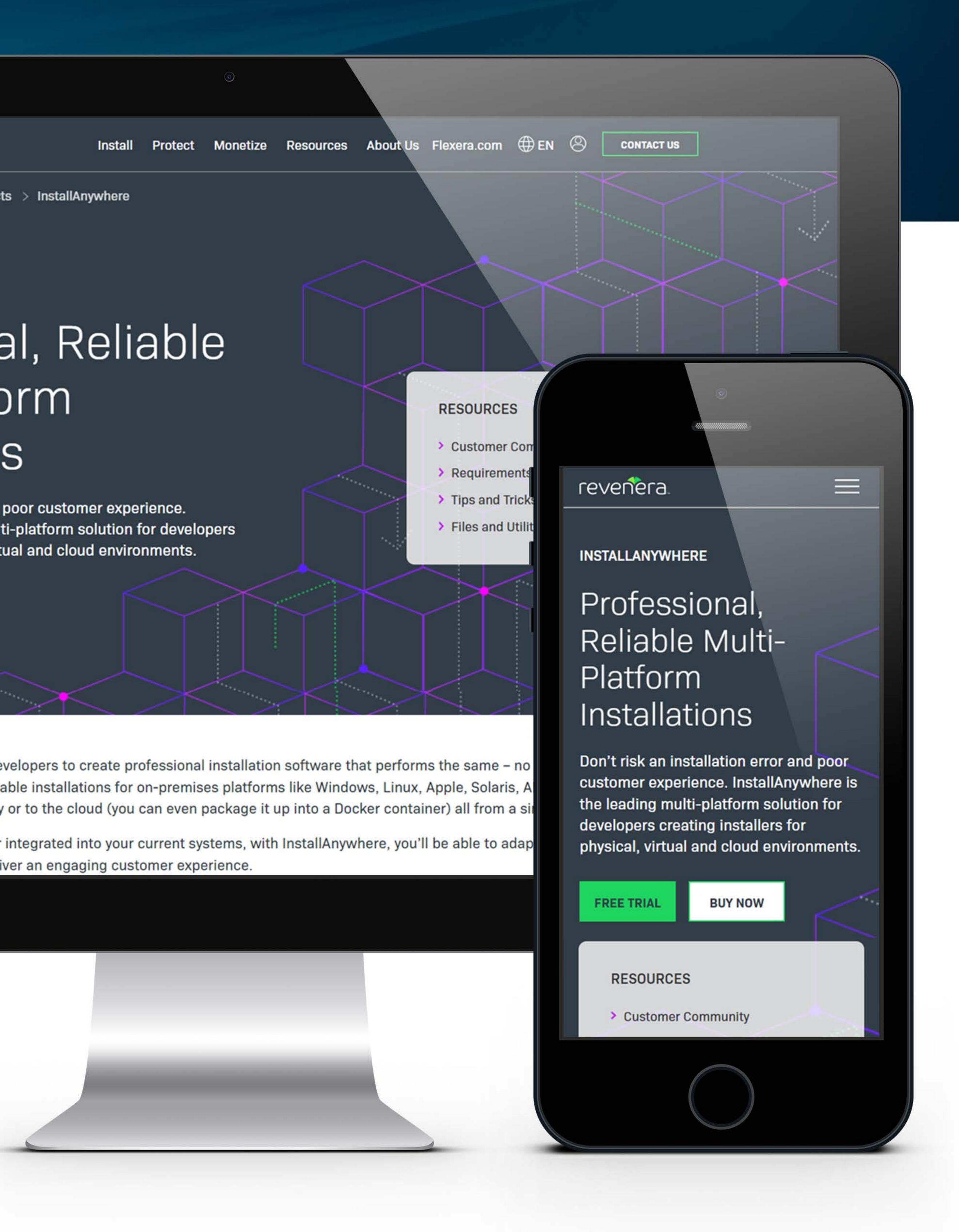
XCENTIUM

CASE STUDY FLEXERA



CLIENT

Flexera

WEBSITE

www.revenera.com

INDUSTRY

Technology

SOLUTIONS

Salesforce Lightning B2B Commerce.
Paymetric Payment Services
Khoros Lithium Customer Forum Integration

CAPABILITIES

Build Design Flexera delivers SaaS-based IT management solutions that enable enterprises to accelerate and multiply the return on their technology investments.

Originally known as The Stirling Group, Flexera has managed two well-known installation / packaging software products since the 1990's. These products, "InstallShield" and "InstallAnywhere" have been used by software companies the world over to package their products for installation on PC's and servers. At one point, Flexera products were responsible for installing 80%-90% of all Windows software in the world.

Flexera further sharpens the profile of its Supplier Division – leader for Software Monetization, Composition Analysis, and Installation – by branding it as Revenera.

Making a Switch to Salesforce

Flexera, and its software division Revenera, partnered with XCentium to go live with the Lightning B2B Commerce implementation. Salesforce provides a more comprehensive and easy merchandising interface, replacing their previous .NET custom web-store.

This switchover also enhanced their design capabilities. With Salesforce Experience Cloud, Revenera was able to quickly customize and create their design and content. In addition to assigning roles to contributors with the level of access they need in a specific experience.

Flexera completed an official Salesforce Customer Satisfaction survey and ranked XCentium 100%.

Gaining Control

XCentium built on the existing Salesforce community and usage by expanding it to handle eCommerce and define buyer experiences. Salesforce Lightning B2B gave Flexera's merchandising, and marketing teams hands-on control of the product information displayed to customers.

Admins and managers can import commerce data for accounts, products, price books, and entitlements. By adapting Salesforce Commerce, we were able to allow individual consumers as well as businesses to purchase products from Revenera, provided either are registered users. Additionally, we created custom code to provide SSO integration between B2B Commerce and Flexera's Khoros Lithium customer forums.

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Project Outcomes

The adoption of Salesforce gave Flexera positive results:

- Shorter product release cycles
- Easily supports multiple product variations
- Digitized end-to-end business process for customers to take action
- Connected customer journey
- Quick deployments with point-and-click builders and components

