



bowdark



CASE STUDY

Bridging ERP and CRM for Faster Quoting

SUMMARY

Bowdark built a custom omnichannel commerce solution that bridged the gap between ERP and CRM systems, streamlining order management, improving customer engagement, and enabling scalable digital growth.

BUSINESS OVERVIEW

SIZE

~1,740 employees

INDUSTRY

Industrial Supply

COUNTRY

United States

PRODUCTS & SERVICES

SAP Business Suite, Azure



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CHALLENGE

Generating customer quotes was a slow, manual process, hampered by a disconnect between the company's ERP and CRM systems. Beyond sales, teams across the business had to collaborate on opportunities, gathering product details, working with potential sourcing providers, and configuring pricing. With no unified system to streamline the handoffs, much of this was done via email. This made responding to quote requests far slower than the business needed and limited opportunities for digital growth.

APPROACH

Bowdark worked with the customer to define a web-based quote tool that would let different teams collaborate quickly on incoming quote requests, rather than passing work manually between sales, sourcing, and pricing functions.

SOLUTION

Bowdark built a web-based quoting platform underpinned by a complex workflow engine that coordinates and automates the routine steps of the quoting process. The system handles most tasks automatically, including gathering product details, coordinating with sourcing providers, and applying pricing rules, bringing humans into the loop only where ambiguity requires judgment. This let teams across the business collaborate on a single quote request without the delays of manual handoffs.

TECHNOLOGIES USED

 **SAP Business Suite**  **SAP Business Workflow**  **Azure**

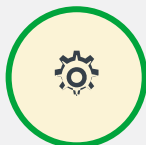
Outcome

The solution helped the client decrease RFQ turnaround time for custom orders from 4 days to 8 hours. This had a notable impact on win rate, increasing yearly revenue from custom orders by over \$1M.

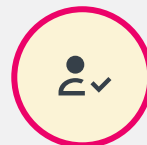
KEY FEATURES & BENEFITS



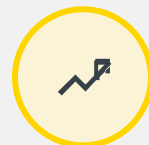
**Cross-Team
Collaboration**



**Automated Workflow
Engine**



**Human-in-the-Loop for
Exceptions**



\$1M+ Revenue Impact