





## THE COMPANY

Founded in 1960, JELD-WEN (NYSE: JELD) is one of the world's **leading manufacturers of building materials**. The company designs, produces, and distributes an extensive range of **doors, windows**, and related products for use in the construction, renovation, and remodeling of residential homes and, to a lesser extent, commercial buildings. The company operates 142 manufacturing and distribution facilities in **20 countries** and is recognised for producing **energy-efficient products**. JELD-WEN manufactures around the globe and is strategically sized and located to meet the delivery requirements of its customers, primarily in **North America, Europe, and Australia**. These customers include retail home centers, wholesale distributors, and building product dealers, as well as individual contractors and consumers. As a result, the business is highly diversified by distribution channel, geography, and market. Senior management has identified a substantial opportunity to improve the company's profitability by building a culture of **operational excellence** and **continuous improvement** across all aspects of the business.





## THE CHALLENGE

As a part of the continuous improvement initiative, JELD-WEN's leadership decided its European operations could be more profitable if they **standardised on Salesforce**. Management goals included **increasing the pipeline, improving the close rate**, and **providing a 360-degree view** of all customers across all of Europe. One obstacle to the successful completion of this project was that each country had its own way of doing things. Some countries had no customer relationship management (CRM) system at all. Some countries had legacy CRM systems or used spreadsheets to manage customers. Some countries had adopted familiar cloud applications. In addition to **varying levels of CRM maturity**, there were no fewer than 15 different enterprise resource planning (ERP) systems across Europe. The challenge was to **leverage best practices** whenever possible but to **convince everyone to work in the same way**.

### BEFORE

-  No single source of truth
-  Silos of information
-  Bad or no data
-  Wasteful and ineffective processes

### AFTER

-  360-degree view of all customers
-  Salesforce integrated into multiple country-specific ERP systems
-  Optimised sales processes with real-time visibility into pipeline
-  Streamlined back-office processes reducing costs and errors

## THE JOURNEY

“The beginning of the journey was to pick out the right partners. Jitterbit helped us connect all of those different systems to Salesforce. Harmony is so user-friendly, it's worked perfectly for us.

- Laura Bournon, European Sales Operations Director

Since each country was doing things in its own way, the first step in the journey was to pick the right partners. When the project began, there were eleven countries in the region, but not long after it started, an acquisition campaign increased that number to fifteen. Because the primary goal of the project was still a 360-degree view of all customers across all countries, JELD-WEN couldn't wait for a long-planned rollout of SAP. The project team had to integrate Salesforce with multiple country-specific ERP systems upon implementation or run the risk of losing data from legacy sources – and the support of each country for the project. In addition to an SI, JELD-WEN needed a robust integration platform and a reliable integration partner.

## THE SOLUTION

A system integrator first introduced JELD-WEN to Jitterbit Harmony. A full-featured cloud integration platform, Harmony brings together data, apps, and devices with low or no coding. Using Harmony, organisations like JELD-WEN can quickly and easily orchestrate, automate, and integrate various applications, business processes, and data views. Jitterbit Harmony makes it easy to integrate your systems so organizations like JELD-WEN can focus on what they do best – manufacturing doors and windows.

## THE RESULTS

JELD-WEN now has one common platform where people across Europe are all working in the same way. The field is happy with the new system. The salespeople have the information they need, live on their mobile devices, which has made a massive difference for them. Executive management is pleased that the project is on target. IT management is gratified Jitterbit has proven such a reliable partner, and the project manager was promoted for her excellent work. In sum, Jitterbit has helped improve the view of the customer, which will ultimately result in increased revenue and more profit for the company across Europe.