

## SUCCESS STORY

# Berlitz- Global Transformation Program - GTM and Finance



## CHALLENGE

Berlitz has partnered with StreamForce Solutions to execute a global digital transformation program to integrate People, Process and Technology as part of their enterprise strategy. The program will span across several functional areas of IT, Finance, Operations, Marketing, and Sales. The transformation will cover 70 discrete business processes with stakeholders across the functional areas of Sales, Delivery, Finance, Marketing, and Technology.

Berlitz aims to create a foundational platform that supports the organization worldwide, ensuring a consistent customer experience while facilitating the sharing of resources and information across the business with greater ease and scale. Berlitz aims to move off of a variety of legacy systems to a tech stack that supports a connected and consolidated reporting and operations, bringing together learners, instructors, and Berlitz operations.

Berlitz strives to implement a reliable operational system that offers a comprehensive view of students and learners, featuring highly automated and self-service processes and tools. This will include Salesforce Sales Cloud, Education Cloud, Revenue Cloud (CPQ and Billing), Celigo, Stripe, Avalara AvaTax, NetSuite, Experience Cloud, and more.

## SOLUTIONS

Understanding the unique challenges faced by Berlitz, StreamForce designed and developed a Salesforce platform-centric solution leveraging the Education and Revenue Clouds to bring the unique business offerings of Berlitz to life in the system. The solution is designed to rationalize, simplify, and streamline the Berlitz product catalogue to shift the business away from cumbersome contracted pricing tables to clean, consistent, and intuitive pricing and delivery.

To further streamline Berlitz's operations, StreamForce will automate the enrollment process, ensuring that students are seamlessly enrolled into their respective programs immediately after a successful closed/won opportunity.



Berlitz is a global education company known for its language training and cross-cultural services. Founded in 1878, Berlitz offers language instruction for individuals and businesses, focusing on immersive and practical learning methods. The company also provides cultural consulting, helping clients navigate international business environments. With a presence in over 70 countries, Berlitz serves a diverse clientele, aiming to bridge communication gaps and promote global understanding.

Princeton, NJ  
5k-10k Employees  
Education

## AT A GLANCE

### Challenges

- Handling diverse regional business processes in a globally-scalable system
- Integration with proprietary and legacy technologies

### Benefits

- Providing a unified and reportable 360 view of business from learner to revenue
- Streamlined delivery and administrative processes with automated touch-points and playbooks to drive consistency across sales and delivery

This automation will reduce manual intervention, accelerate the enrollment process, and provide a better experience for both students and staff.

Recognizing the importance of scheduling in Berlitz's educational model, StreamForce created a custom scheduling process that required minimal effort from the administrators. This feature will bring together operational data that was previously in database silos and difficult to cross-pollinate, opening new resource sharing and visibility efficiencies saving time and recourse.

In addition to optimizing backend operations, StreamForce will focus on enhancing the user experience for both learners and teachers. A custom Learner Portal will be developed, empowering students to take control of their educational journey. This portal allows learners to view and manage their schedules, access instructor profiles, schedule meetings with staff, create support cases, communicate with Berlitz, and even pay their invoices.

## RESULTS

Through these efforts, StreamForce Solutions will transform Berlitz's operations, reducing complexity, enhancing automation, and improving both learner and instructor experiences. The results are clear: a more efficient, reliable, and user-friendly system that empowered Berlitz to deliver their world-class educational services with greater ease and effectiveness.

## SERVICE PROVIDED

- New Salesforce instance, including Salesforce CPQ and billing.
- Experience Cloud Development for Students and Instructors.
- Education Cloud configuration.
- OmniScheduler custom scheduling development.
- DocuSign Integration.
- NetSuite Integration with Celigo.
- Avalara AvaTax Integration.
- Stripe Integration.
- Custom Education System Integration.



"Our partnership with StreamForce Solutions has been instrumental in our transformation journey."

**Daniel Schlegel**  
CIO, Berlitz

## ABOUT STREAMFORCE SOLUTIONS

At StreamForce Solutions, we empower organizations to achieve growth through innovative technology solutions and expert guidance. Our team of digital transformation specialists has extensive experience across various sectors, including SaaS, High-tech, Private Equity, Education, Healthcare, Manufacturing, Finance, HR & Payroll, Retail, and Automotive.

We deliver tailored solutions to meet unique client challenges, focusing on value creation, business process standardization, systems optimization, and robust Go-to-Market tech stacks. Our services span engineering, cloud transformation, and product development, leveraging the latest technologies and frameworks, including Generative AI. We enable hyper-automation and provide strategic AI proof of concepts and labs to showcase value. With a global delivery model and over 120 certifications, we ensure top-quality service and support.

