

SUCCESS STORY

Transforming Operations- A Success Story of Seamless Integrations and Optimized Workflows



CHALLENGE

As SFA's ecosystem of SaaS tools expanded, managing their end-to-end Sales to Order to Cash process became increasingly complex. Over time, years of patchwork synchronization efforts had resulted in a tangled web of fragile integrations that were difficult to maintain and prone to failure. The introduction of new SaaS applications only added to the challenge, highlighting the need for a more scalable and robust solution. Additionally, the existing system was consuming excessive compute resources, leading to performance bottlenecks and increased operational costs. These issues underscored the urgency to streamline integrations, optimize performance, and create a foundation that could support ongoing growth and innovation.

SOLUTIONS

Our engagement delivered measurable and impactful results across several key areas. By streamlining business processes, we simplified the system architecture and eliminated unnecessary complexity. This not only improved overall efficiency but also enhanced system maintainability, enabling new features to be implemented quickly and reliably. Monitoring efforts were significantly reduced through the introduction of automated alerts, minimizing the need for constant manual oversight. The system became far more resilient, with robust handling of edge cases and fewer failures. Most notably, we achieved substantial cost savings by drastically reducing compute resource usage, improving both performance and operational efficiency..



The Specialty Food Association (SFA) is a membership-based organization that promotes the growth and success of the specialty food industry. It provides resources, education, and networking opportunities to food producers, retailers, distributors, and other industry professionals. SFA is known for organizing the annual Fancy Food Shows, which showcase innovation products and trends in the specialty food market. The association also offers programs for marketing, business development, and product innovation, helping members expand their reach and thrive in the competitive food industry.

New York City, NY
25 - 50 Employees
Retail

AT A GLANCE

Benefits

- **Complex & Fragile Integrations:** Hard-to-maintain processes and limited scalability
- **High Resource Consumption:** Inefficient automation led to high compute usage and costs
- **Heavy Manual Effort:** Frequent monitoring and difficulty rolling out new features

Challenges

- **Simplified & Scalable Architecture:** Streamlined processes with easy SaaS integration
- **Improved Efficiency:** Faster feature rollout and reduced need for manual monitoring
- **Cost & Performance Gains:** Lower compute usage, enhanced stability, and significant savings

RESULTS

Our engagement delivered measurable and meaningful results, beginning with the streamlining of business processes through a simplified system architecture that eliminated unnecessary complexity. This improvement enhanced system maintainability, allowing new features to be implemented more quickly and reliably. Monitoring efforts were significantly reduced by introducing automated alerts, minimizing the need for manual oversight. The overall system became more resilient, with improved stability and better handling of edge cases. Additionally, compute resource usage was drastically reduced, resulting in substantial cost savings and improved operational efficiency.

SERVICE PROVIDED

- Salesforce Sales Cloud
- Invoiced.com
- Sage Intacct
- Workato
- Invision Community
- MapYourShow
- Stripe



“I want to send this email to say how thankful I am of you and the entire SFS team. The work StreamForce has done to integrate Salesforce with all our other systems has made a tremendous impact. I extend my heartfelt appreciation to each SFS team member for their passion and excellent work, positioning our organization for continued success. Thanks again, and I’m looking forward to a continued partnership.”

Anthony Leon

VP Information Technology
Specialty Food Association

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.

