

# Roush



## Industry:

Manufacturing

## Technologies:



## Customer

ROUSH Performance manufactures performance parts for vehicles such as Ford Mustangs and F150s that are sold to dealer partners to install on their customer's vehicles.



## Challenge

ROUSH Performance has an existing B2C site that they use to sell to customers but did not have an effective way for partner dealers to buy from them online or receive pre-negotiated discounts. All sales interactions with the dealers required sales associates to work with them directly over the phone or by e-mail. They do have an existing dealer portal where the dealers can see parts and prices, but they cannot order or interact with the ROUSH Performance account team.



## Solution

Eagle Creek created a Salesforce B2B storefront that models the look and feel of ROUSH's existing B2C site. We built out integrations with ROUSH's PeopleSoft ERP system so that account, address, product, price, and invoice data can be maintained in PeopleSoft and fed into Salesforce. This avoids dual maintenance and prevents the systems from getting out of alignment. Additionally, the store provides the partner dealers with the ability to order parts at their negotiated price, create cases for the ROUSH Performance account team, see order and case history as well as print invoices.

[Watch the ROUSH dealer portal video](#)

## Eagle Creek at a Glance

In 1999, Eagle Creek was founded to deliver a technology value proposition that positively impacts your business. We focus on customer-facing technologies – from CRM to App Dev to Mobility – helping our clients succeed in digital business.

We combine on-site expertise with our offsite (but onshore) consultants based in our four technology centers in the upper Midwest.

Through this model, we help you reduce your backlogs while optimizing your IT budget. Achieving this consistent and sustainable way to provision digital consulting capabilities to you has meant investing in America, where Eagle Creek has become the leader in U.S. Onshoring.

Eagle Creek is now an Eviden business.

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