

Unifying Global Sales and Accelerating Growth with iCRM for a Leading Baking Equipment OEM

Client Profile

A global OEM specializing in commercial bakery equipment, including rotating rack ovens, proofers, and accessories, serving bakeries in 100+ countries.



ITHENA's iCRM streamlined pipeline management, lead routing, and AI-driven deal intelligence for a global commercial baking equipment OEM, delivering real-time forecast visibility, consistent follow-up, and faster conversions globally.



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CHALLENGES



The client struggled with:

- Fragmented lead, contact, and account information across disparate systems, lacking a unified account view
- No consolidated pipeline, leaving the team blind to deal status and stalled opportunities
- Inconsistent follow-up across a global sales network with no structured outreach process
- Limited activity tracking across reps and markets, breaking continuity across accounts
- Inaccurate revenue forecasting caused by manual data pulls instead of real-time pipeline visibility

SOLUTIONS



ITHENA's iCRM empowered the client with:

1

Unified Account View

Consolidated leads, account, and contact data into a 360° view, replacing fragmented records across every market

2

Visual Pipeline Tracking

Configured a live, custom drag-and-drop deal pipeline with automated nudges flagging stalled deals

3

Workflow Automation

Automated global outreach, stage updates, and assignments with AI-recommended next best action per deal

4

Activity and Task Logging

Automatically logged calls, meetings, and visits to accounts, providing full history without manual effort

5

Real-Time Revenue Forecasting

Delivered real-time pipeline analytics and custom dashboards for instant revenue visibility

OPPORTUNITY FOR IMPACT



40%

Reduction in
manual reporting

35%

Improvement in
forecast accuracy

28%

Boost in conversion
rate

30%

Faster inbound
response