



Case Studies



Case Study: Siderise Insulation Limited

Introduction & Business Challenges

Siderise is a global expert in the design, manufacture, and supply of high-performance passive fire protection solutions. Founded in 1972, the company has established itself as a leader in the construction industry, providing innovative products and services that enhance building safety and performance.

Siderise were previously using antiquated, fragmented and disconnected applications to manage business operations around **Sales, Aftersales, Project management, Site Services, Technical Services and Marketing**. The business required a central platform to give users a 360° view of customer interactions, improved Sales & Marketing efficiency, faster/smarter customer service ability and efficient field operations.



SIDERISE®
integrity in all we do

Industry: Construction/Manufacturing

Location: South Wales

Salesforce Edition: Unlimited Edition

Number of Users: 100+



Solution

Purus were engaged as Siderise's Salesforce implementation partner to lead a comprehensive digital transformation initiative. Recognising the need for a more integrated and scalable customer engagement platform, Siderise selected Purus for their proven expertise in implementing Salesforce products within the Construction/Manufacturing industry.

Purus were tasked with implementing **Sales Cloud, Service Cloud, Marketing Cloud, and Field Service Lightning**, along with designing a custom integration between **Barbour ABI** and Salesforce.

Purus' role spanned discovery, architecture design, implementation, training, and post-go-live support, ensuring the solution aligned with Siderise's business objectives and industry-specific workflows.



Sales Cloud



Service Cloud



Field Service



Marketing Cloud



Outcomes & Results

Through bringing Siderise onto Salesforce, the business now benefits in a number of areas:

DATA VISIBILITY AND MANAGEMENT:

Siderise now have a centralised platform to view Account, Contact, Project and Opportunity Data, all accessible within a few clicks, improving Sales, Account Management and Customer Service processes dramatically.



DATA-DRIVEN DECISION MAKING:

Teams are now able to produce Dashboards & Reports to give leadership real-time insights into performance.



TARGETED MARKETING EXECUTION:

Through the use of Marketing Cloud, Siderise can now carry out more powerful segmentation, personalisation and automation when marketing to customers.





Outcomes & Results

Through bringing Siderise onto Salesforce, the business now benefits in a number of areas:

FASTER CUSTOMER SERVICE:

**With Service Cloud,
Siderise are able to track
Aftersales Cases more
effectively and have
improved in SLA
adherence.**



EFFICIENT FIELD OPERATIONS:

**Field Service has allowed
Siderise to manage their
on-site service agents,
work orders and service
appointments in one
central platform.**





Testimonial



Don't just take our word for it!

"Having worked with Purus on past implementations, this one was different... The challenge was set for Purus to connect Technical Services, Customer Services, Aftersales, Site Service Engineers, Technical Engineers, Business Development, External Key Accounts and Sales, not forgetting Marketing, on a global scale – via Sales Cloud, Marketing Cloud, and Field Service (which was a new product for me). Coupled with a fast build out and configuration, connection to a dated ERP system certainly added layers for Purus to tackle. API connections were also in scope to get ready for go-live and their expertise in this area was clearly visible providing us with a great output.

The Purus team were phenomenal, a true partner who really got under the skin of our business here at Siderise, taking time to connect to our people on all levels, guiding and building out a platform that was not only fit for purpose, but with the peace of mind that they are always available to answer a daft question.

I would highly recommend Purus to other companies looking to get setup on a Salesforce platform, or enhance their existing system.

Thanks to Paul, Will and their team for their hard work and support – an absolute pleasure."

Richard Vidler, *Siderise Insulation Limited*

purusconsultants.com





Case Study: voestalpine Metsec plc

Introduction & Business Challenges

voestalpine Metsec is a UK-based subsidiary of the voestalpine Group, specializing in cold roll-formed steel products. As a leading manufacturer and supplier of steel framing, purlins, cable management systems, and bespoke structural components, the company primarily serves the construction and engineering sectors.

Before implementing Salesforce, voestalpine Metsec encountered challenges in managing customer and project data across its five core divisions: Custom Roll Forming, Dry Lining, Purlins, Framing (Metframe & SFS), and Cable Management. Each division operated on separate applications and systems, leading to:

- Fragmented and inconsistent data
- Limited visibility into customer interactions
- Inefficient collaboration across teams
- Inability to maintain a unified, real-time view of customers and projects

The business identified the need for a centralised CRM platform to unify data, standardise processes, and enable better visibility and collaboration across all divisions.



Metal Forming Division voestalpine AG

Industry: Construction/Manufacturing

Location: West Midlands

Salesforce Edition: Enterprise Edition

Number of Users: 65+



Solutions

To address the business challenges, voestalpine Metsec partnered with Purus to implement a tailored Salesforce solution. The initial phase focused on deploying **Sales Cloud**, with bespoke applications designed for each division, incorporating custom objects, tools, and workflows relevant to their specific needs.

As the solution evolved, Purus delivered several key **custom integrations** to maximise the value of Salesforce and improve user access to critical information:

- Customer quote to Salesforce Integration:** Automated the flow of quotation data and PDF documents from the external EFACS system into Salesforce, improving access and accuracy.
- Customer Order Data Integration:** Enabled real-time visibility of customer order data from Metbos (a custom built internal application) within Salesforce for more informed sales and service activity.
- Glenigan API Integration:** Allowed direct import of live project data from Glenigan into Salesforce, empowering sales teams with up-to-date market intelligence.





Solutions



Additional functionality included a custom **survey** module, enabling voestalpine Metsec to send customer insight and supplier surveys, capture responses, and generate detailed reports for continuous improvement.

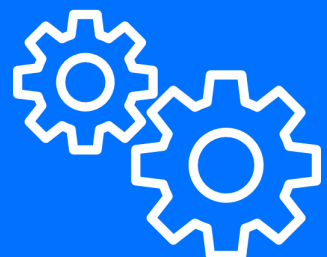
Ongoing **Managed Services** provided by Purus ensures continuous optimization, support, and rapid issue resolution, helping voestalpine Metsec continuously adapt and scale its Salesforce environment.



Sales Cloud



Surveys



Custom Integrations



Managed Services





Case Study: voestalpine Metsec plc

Outcomes & Results

ENHANCED DATA CONSISTENCY:

Consolidated data into a single platform, eliminating duplication and discrepancies across divisions.



IMPROVED SALES VISIBILITY:

Teams now have a 360-degree view of customers and projects, leading to more strategic engagement and improved conversion rates.



FASTER ACCESS TO CRITICAL INFORMATION:

Integrations with systems like Metbos and Glenigan reduced manual data entry and provided timely insights for decision-making.



Case Study: voestalpine Metsec plc

Outcomes & Results

GREATER EFFICIENCY AND COLLABORATION:

Standardised processes and shared access to customer/project data improved interdepartmental collaboration and reduced response times.



ACTIONABLE CUSTOMER FEEDBACK:

The survey tool enabled more effective collection and analysis of customer feedback, supporting service improvements.



GREATER WIN RATES ON PROJECTS:

Since implementing the Glenigan API Integration, the win rate on projects has seen a significant increase.





Testimonial

Don't just take our word for it!



"Working with Purus has been an excellent experience. The team is extremely responsive to our needs and our continued enquiries; they have consistently exceeded our expectations with the solutions provided.

One of the key challenges we faced was navigating the complexity of Salesforce — we often knew what we wanted to achieve but didn't always know how to get there. Purus helped bridge that gap with their deep knowledge, patience, and a broad skill set that ensured every question was met with a clear, effective solution.

Their responsiveness and expertise has made a real difference, and I would definitely recommend them to others."

Rachel Waterfield, *voestalpine Metsec plc*

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Case Study: SIPS Education Limited

Introduction & Business Challenges

SIPS is a not-for-profit education support services provider for Sandwell, the Black Country and the West Midlands.

SIPS offer a breadth of services including Catering; IT; Music & Arts; Human Resources Services; Schools Finance; Governance; Safety Management; Education Business Partnerships and Early Career Teachers (ECT) support.

SIPS faced significant business challenges arising from fragmented and manual processes across sales, support, marketing, and customer feedback. These included difficulties in managing and accessing accurate sales data, tracking customer interactions, inconsistencies in lead-to-delivery processes, and limited integration with financial systems. The organisation also lacked the required efficiency in handling multi-channel support requests and tracking service issues in line with SLAs. Marketing efforts were also hampered by an inability to run targeted campaigns and report effectively on their outcomes.



Industry: Education

Location: West Midlands

Salesforce Edition: Unlimited Edition

Number of Users: 135+



Solution

After a competitive RFP process, SIPS appointed Purus as their Salesforce implementation partner to drive a comprehensive digital transformation. Aiming to create a more integrated and scalable platform for customer engagement, SIPS chose Purus for their track record in successfully delivering Salesforce solutions.

Purus was engaged to deploy **Sales Cloud, Service Cloud, Experience Cloud and Marketing Cloud Account Engagement**, along with implementing **Conga Composer/Sign** and design a custom integration between **Sage200c** and Salesforce. These solutions would span across the multiple departments within SIPS, giving a centralised view of all relevant company data.

Purus responsibilities covered the full project lifecycle — from discovery and solution architecture to implementation, user training, and post-launch support — ensuring the platform was tailored to meet SIPS's very specific business goals and needs.

Having created a great working relationship with SIPS, Purus continues to provide support via a managed service contract, which is used for continued improvements to the SIPS Salesforce instance and to provide assistance when any issues are encountered.



Sales Cloud



Service Cloud



Experience Cloud



Marketing Cloud
Account Engagement

Sage



Outcomes & Results

Through bringing SIPS onto Salesforce, the business now benefits in a number of areas:

DATA VISIBILITY AND MANAGEMENT:

SIPS now have a centralised platform to view Account, Contact, Opportunity and Contract Data, all accessible within a few clicks, improving Sales, Contract Management and Customer Service processes dramatically.



DATA-DRIVEN DECISION MAKING:

Teams are now able to produce Dashboards & Reports to give leadership real-time insights into performance.



TARGETED MARKETING EXECUTION:

Through the use of Marketing Cloud Account Engagement, Siderise can now carry out more powerful segmentation, personalisation and automation when marketing to customers.



Outcomes & Results

Through bringing SIPS onto Salesforce, the business now benefits in a number of areas:

EFFECTIVE CUSTOMER SERVICE:

With Service Cloud, SIPS are able to track support Cases across multiple departments more effectively and have improved in SLA adherence.



FAST DOCUMENT GENERATION:

With Conga Composer and Conga Sign, SIPS have seen a significant improvement in Contract Management. SIPS can now track Contracts from Creation through to Signature.



SYNCHRONISED SYSTEMS

Through the integration of Sage 200 c with Salesforce, duplication of invoicing is no longer a problem. When an Opportunity closes in Salesforce, and invoice is created automatically in Sage.





Testimonial



Don't just take our word for it!

"Purus provided us with a slick Salesforce implementation, development, and support, and they were always extremely responsive to our needs. Before working with Purus, our departments operated in silos, but their expertise helped us consolidate processes and streamline customer and contract management across the business.

What we value most is knowing we can always rely on Purus—whether it's for a complex project or a quick question. Their solutions not only met but exceeded our expectations, and we'd definitely recommend them to others."

Lee Aspbury, *SIPS Education Limited*

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Thank you for your time.



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