



Persistent



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Customer story

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# How Persistent helped l'Agence du Don en Nature streamline and boost its ecommerce business with Salesforce's B2B Commerce solution

This project will allow us to greatly accelerate our donation redistribution activity. The Persistent team was always very responsive. The consultants and experts we worked with were very attentive during the initial phase to define our needs and throughout the implementation and monitoring of the entire project.



**Romain Canler**  
CEO, Agence du Don en Nature

## Key numbers:

**2008** : l'Agence du Don en Nature is established

**25** salaried staff

**+ 200** enterprise partners

**12 000 000** products redistributed in 2021

**+ € 52 000 000** worth of goods redistributed for non-profit purposes

**+ 1 250** partner associations

## Who is l'Agence du Don en Nature?

Since 2008, l'Agence du Don en Nature has collected and redistributed new unsold non-food products to people facing hardship and uncertainty.

Donations rose during 2020 and 2021 in anticipation of a new 'anti-waste' law requiring French companies to donate unsold non-food products. As a result, the number of products redistributed by l'Agence du Don en Nature increased by 71%.

In 2021 alone, the association facilitated the redistribution of 12 million products, including supplies of hygiene, cleaning and childcare products, clothing, toys, household goods etc., to community-run grocery stores, child protection organisations, shelters, and daycare centers.

In January 2022, 'la loi 'anti-gaspillage pour une économie circulaire (AGEC)' came into force. Designed to reduce material waste, fight poverty and combat climate change, this law radically impacted l'Agence du Don en Nature's operations. It was time to explore tools to:

- Restructure its activities to absorb and manage exponential growth
- Make the distribution of goods more equitable
- Simplify the workload for its 1,300 partner associations throughout France

Find out more about l'Agence du Don en Nature (in French) :

[www.adnfrance.org](http://www.adnfrance.org)

## Key facts



**Duration**

**6**

months



**Licences**

**50**

users licenses and over 1,200 accesses for partner associations



**Products**

B2B Commerce



**Integrations**

ERP Sage X3



[www.adnfrance.org](http://www.adnfrance.org)

# The time saved in setting up promotions with B2B Commerce is invaluable! What we do today in just a few clicks used to take several days of manual work.

Jérémy Fretin

Director, Development and Corporate Social Responsibility

## The challenge

L'Agence du Don en Nature's needs reflected those of a classic ecommerce company. However, as a non-profit organization, there were also some sector-specific demands to meet.

- Its 'Prestashop' online product catalog was becoming unstable. It was outmoded and ill-equipped to cope with the growing demand for simultaneous connections.
- The association wanted to modernize the management of online orders to
  - Automate as many tasks as possible**  
The manual workload had become unmanageable. It included, among other things, extracting traceability data requested by donors and double-entering new contacts into ERP and Prestashop.
  - Make the redistribution of donations more equitable.** By matching the quantity and types of products to recipient associations' size, l'Agence du Don en Nature could reach the maximum number of associations throughout France.
- Consolidate its data in a CRM tool, accessible to the in-house teams, accessible and intelligible to volunteers throughout France and l'Agence du Don en Nature's many associated and institutional partners.
- Make all products visible and accessible, including stock in an external warehouse, which was not visible in the Prestashop catalog.

## The solution

Unlike most ecommerce solutions available on the market, Salesforce's flexible, highly regarded B2B Commerce functionalities made it an excellent fit for the complex and specific needs of this non-profit association.

B2B Commerce is a stable and durable solution thanks to regular updates via Salesforce's secure cloud. Furthermore, it consolidates and unifies data via a link with the Sales module.

Specifically, B2B Commerce streamlines and supports l'Agence du Don en Nature's essential work by:

- Making a user-friendly solution accessible to a widely dispersed volunteer workforce with varying levels of technology skills
- Enabling efficient, timely responses to requests from hundreds of different associations supporting people in urgent need
- Allowing the association to catalog and distribute enormous volumes of non-food products and be effortlessly accountable to donors

Salesforce's B2B Commerce is a very powerful solution. It allows us to overcome all the limitations and problems we had with the old tool, including automating many tasks such as data entry and extraction. This project will help us to greatly accelerate our distribution activity.

Romain Canler  
CEO, Agence du Don en Nature

## Why l'Agence du Don en Nature chose Persistent

L'Agence du Don en Nature decided to entrust this project to Persistent Systems France, a Salesforce partner since 2003. Persistent proposed a coherent project, which proved that they understood the association's specifications.

First, Persistent implemented the B2B Commerce solution and the part of Sales Cloud necessary to consolidate the Agence du Don en Nature database.

The partner then integrated the new solution with the Sage X3 ERP through an ETL (Extract Transform Load). This software allows the languages of the two systems to communicate and create an information flow.

Persistent customized B2B Commerce at the customer's request to make the delivery of products fairer and more efficient.

## The result

Thanks to Salesforce's B2B Commerce solution, l'Agence du Don en Nature and its entire non-profit ecosystem benefit from:

- \\ **Improved service quality** - automating tedious manual tasks has freed teams to devote their time to connecting with and supporting people in need by visiting associations and deepening partnerships.
- \\ **Fairer distribution** - thanks to more accurate profiling of recipient associations' size and needs, the product distribution policy is much more precise and fairer.
- \\ **Maximizing efficient distribution** - The new catalog includes products held in all l'Agence du Don en Nature's warehouses.
- \\ **Easy access for everyone who needs it** - B2B Commerce is used by:
  - L'Agence du Don en Nature teams
  - Volunteers across France
  - All 1,300 partner associations
- \\ **Centralized information** - Associations and community groups wishing to partner with l'Agence du Don en Nature can submit their applications directly via Salesforce, which collates all their information in a single tool.

We are very satisfied with our relationship with Persistent, one of our trusted partners since 2003. As a Platinum Salesforce partner, Persistent works alongside us to contribute to our customer's success.



**Leon Mangan**

Salesforce senior Alliances and Channels VP  
EMEA & LATAM

## What's next?

Building on the success of this project, the collaboration between Persistent and l'Agence du Don en Nature continues. The association now wishes, among other things, to develop the donor interface, so donors can readily access all their data.

Furthermore, the association has approved the implementation of the Salesforce Order Management (OMS) module. This is an elegant solution for modifying orders and managing shipments of products held in different warehouses.

### About Persistent

We are a trusted Digital Engineering and Enterprise Modernization partner, combining deep technical expertise and industry experience to help our clients anticipate what's next. Our offerings and proven solutions create a unique competitive advantage for our clients by giving them the power to see beyond and rise above. We work with many industry-leading organizations world-wide including 14 of the 30 most innovative US companies, 80% of the largest banks in the US and India, and numerous innovators across the healthcare ecosystem. Our company fosters a values-driven and people-centric work environment. Our strength of over 21,500 employees is spread over 18 different countries across the globe.

### Skills & Certifications

Management of complex multi-cloud projects. Over 600 certifications (February, 2022), including: FSL, CPQ, Marketing Cloud, Pardot, B2B Commerce, Tableau, Heroku and Mulesoft.

#### India

Persistent Systems Limited  
Bhageerath, 402,  
Senapati Bapat Road  
Pune 411016.  
Tel: +91 (20) 6703 0000  
Fax: +91 (20) 6703 0008

#### USA

Persistent Systems, Inc.  
2055 Laurelwood Road, Suite 210  
Santa Clara, CA 95054  
Tel: +1 (408) 216 7010  
Fax: +1 (408) 451 9177  
Email: info@persistent.com

#### France

Persistent Systems France S.A.S.  
1 rue Berlioz  
38600 Fontaine, Grenoble  
Tel: + 33 4 76 53 35 87  
Fax: + 33 6 16 99 35 56  
Email: contact-france@persistent.com



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