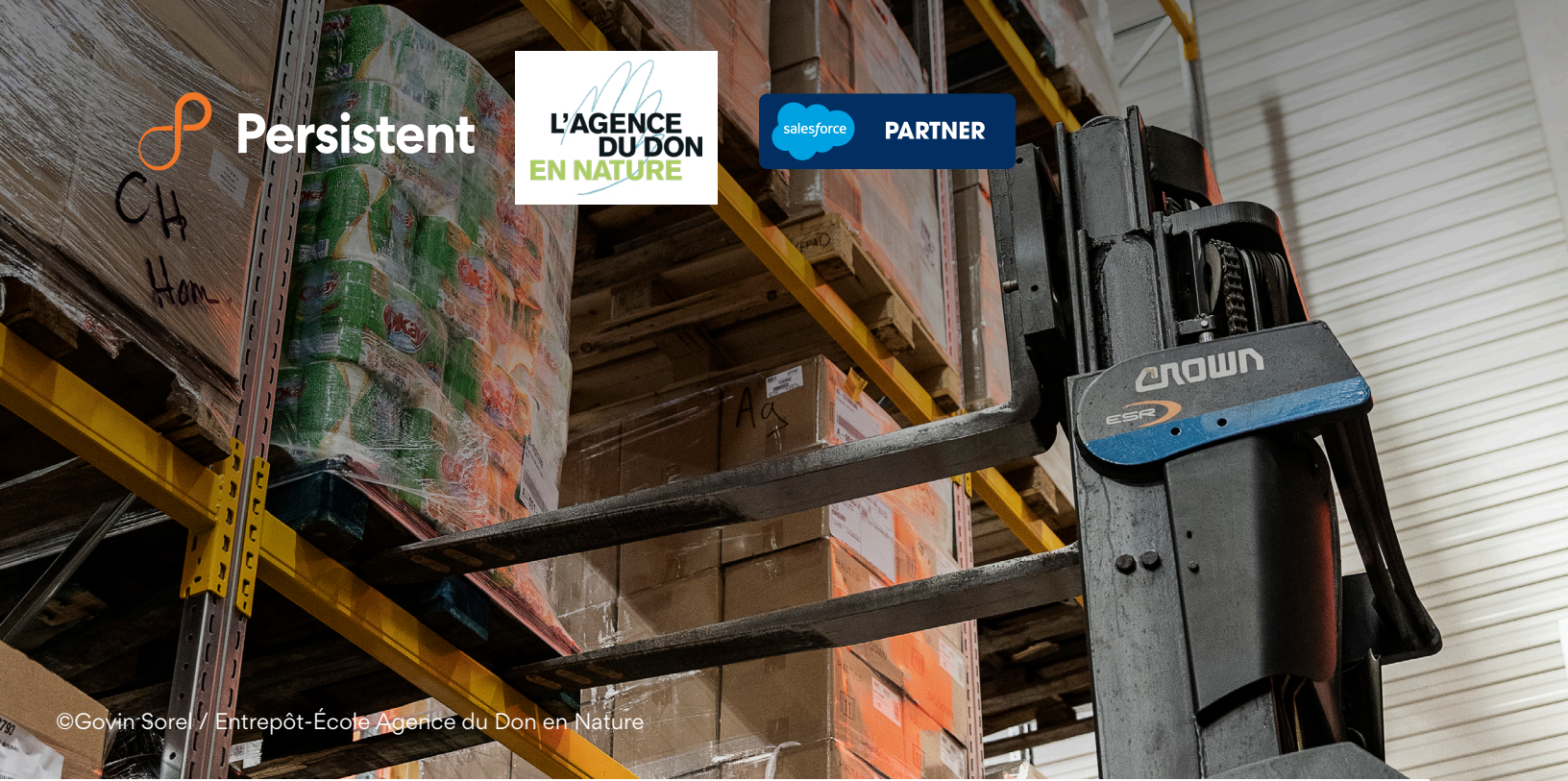




Persistent



© Govin Sorel / Entrepôt-École Agence du Don en Nature

Customer story

Lire en français

## How Persistent helped Agence du Don en Nature optimize logistics and improve order tracking with Salesforce Order Management (OMS)

We needed greater flexibility in modifying orders after the associations had validated their baskets: implementing OMS was the solution. The Persistent team enabled us to complete this project in a very short timeframe, while remaining highly responsive. All of this was done while keeping the B2B commerce team mobilized. We can now act on the products ordered, as well as on transport costs, for greater customer satisfaction.



Alexandra Vidal  
Supply Chain Director

## Key numbers:

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

More than **9 million** products redistributed in 2022

Over **250** enterprise partners

Over **1500** partner associations

**24** salaried staff

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

## 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 disadvantaged communities.

In 2022, the association helped to redistribute hygiene, childcare, and cleaning products, clothing, school supplies, toys, household equipment, etc. with a market value of 51 million euros to community-run grocery stores, child protection centers, shelters, day-care centers and so on. In 2022, the association helped to redistribute hygiene, childcare, and cleaning products, clothing, toys, household equipment etc., to community-run grocery stores, child protection centers, shelters, day-care centers and so on. In total, these goods had a market value of 51 million euros.

Since January 2022, 'la loi 'anti-gaspillage pour une économie circulaire (AGEC)' has obliged companies to donate, unsold non-food products. This law, designed to reduce material waste, fight poverty and combat climate change, has significantly impacted l'Agence du Don en Nature's operations.

In 2021, in anticipation of AGECE coming into force, l'Agence du Don en Nature turned to Persistent to explore tools for structuring their business to

- Accommodate growth – a 71% increase in redistributed income between 2020 and 2021
- Make the distribution of donations more equitable.

L'Agence du Don en Nature aims to simplify the work of its 1,500 partner associations across France. Discover more about l'Agence du Don en Nature: [www.adnfrance.org](http://www.adnfrance.org)

## Key facts



Duration

**2**

months



Licences

**50**

user licenses and over 1,500 accesses for partner associations



Products

Salesforce Order Management (OMS)



Integrations

ERP Sage X3



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

## The challenge

---

L'Agence du Don en Nature wanted to continue modernizing its online order management, a process begun when Persistent Systems implemented Salesforce's B2B Commerce solution. This solution had, among other things, reduced manual work by automating as many tasks as possible. It also helped make the redistribution of donations more equitable and accessible to as many associations as possible throughout France.

While this non-profit organization's needs are similar to those of a conventional e-commerce company, there are additional requirements specific to the non-profit sector. Delivery, in particular, often requires post-purchase processing.

For example, to limit the carbon footprint, l'Agence du Don en Nature's associations department may offer to organize a shared delivery between several associations in the same geographical area.

Often, l'Agence du Don en Nature's customers may ask to include additional products in an order already being processed. Furthermore, to clear its stock of merchandise, l'Agence du Don en Nature offers its partners additional discounts.

Sometimes, an association realizes it does not have enough space to store all the ordered products. In this case, it can ask l'Agence du Don en Nature to deliver in several instalments, with a significant gap between deliveries.

## The solution

---

L'Agence du Don en Nature asked Persistent to implement the Salesforce Order Management solution (OMS) to simplify modifying orders and manage shipments of products spread across multiple warehouses.

This solution manages the entire order lifecycle. It can do this independently or, as in the case of l'Agence du Don en Nature, in conjunction with Salesforce's B2B Commerce.

Persistent integration of Salesforce Order Management (OMS) was rapid, as the tool covered the customer's needs as standard and needed little customization.

The standard version of Salesforce Order Management (OMS) solution met L'Agence du Don en Nature's needs, so minimal customization was needed. As a result, Persistent integrated the solution very quickly.

## How did l'Agence du Don en Nature choose its integration partner?

---

l'Agence du Don en Nature and Persistent Systems, a Salesforce partner since 2003, first collaborated in 2021. In this instance, Persistent implemented the B2B Commerce solution, plus elements of Sales Cloud needed to consolidate l'Agence du Don en Nature's database.

Based on the success of this project, l'Agence du Don en Nature naturally decided to continue working with Persistent Systems France, entrusting them with the implementation of Salesforce Order Management (OMS).

## The result

---

Implementing Salesforce Order Management (OMS) has fully modernized l'Agence du Don en Nature's post-purchase experience in redistributing products to underprivileged communities.

The association and its 1,500 partner associations throughout France now benefit from a flexible and adaptive system for optimizing order management and delivery.

### **Key benefits of integrating Salesforce Order Management (OMS)**

Today, l'Agence du Don en Nature enjoys the benefits of:

- \\ A single, powerful platform comprising two solutions that share the same database: B2B Commerce and Salesforce Order Management (OMS)
- \\ An improved interface between Sage X3 ERP (for creating accounts each time a new association becomes a partner) and B2B Commerce (for order taking)
- \\ Better monitoring and more flexible processing of orders before they're dispatched
- \\ Enhanced responsiveness to partners' specific shipping and delivery requirements.

Salesforce Order Management (OMS) also gives l'Agence du Don en Nature the commercial and logistical advantage of being able to contact associations about adding products to their orders.

We are very satisfied with our relationship with Persistent, one of our partners since 2003. As a Platinum Salesforce Partner, Persistent works with us to contribute to our customers' success.



**Leon Mangan**  
Salesforce SVP Alliances and Channels  
EMEA & LATAM

## What's next?

Building on the success of this second project, Persistent and l'Agence du Don en Nature continue to collaborate. Among other things, the association now wishes to give donors easier access to all their data by further developing the donor interface.

An updated donor interface will enable donors to:

- Track their current and past donations and trace deliveries
- Access administrative documents such as proof of delivery, tax receipts and annual impact reports.

### Skills & Certifications

Management of complex multi-cloud projects. Over 700 certifications (June 2023), including FSL, CPQ, Marketing Cloud, Pardot, B2B Commerce, Tableau, Heroku, and Mulesoft.

### About Persistent

With over 23,000 employees located in 21 countries, Persistent Systems (BSE & NSE: PERSISTENT) is a global services and solutions company delivering Digital Engineering and Enterprise Modernization. We work with the industry leaders including 14 of the 30 most innovative companies as identified by BCG, 8 of the top 10 largest banks in the US and India, and numerous innovators across the healthcare and software ecosystems. As a participant of the United Nations Global Compact, Persistent is committed to aligning strategies and operations with universal principles on human rights, labour, environment, and anti-corruption, as well as take actions that advance societal goals.

#### 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

#### India

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

#### 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



**Persistent**