

TITLE

Salesforce OMS Customization for a retail business

MEET THE HERO

The Synebo's customer is a British retail business specializing in selling lingerie, and erotic gifts online. They strived to overcome Salesforce limitations through enhanced customization.

ABOUT CLIENT

Industry	2023
Founded in	<50
Employees	March 2021
Start of the project	June 2023
End of the project	

Retail and Digital Commerce



THE CHALLENGE



The biggest challenge of this project was customizing Salesforce OMS (Order Management System) to bypass standard functionality restrictions and ensure seamless integration with Salesforce Commerce Cloud (SFCC) and Warehouse Management Systems (WMS). The client needed an adaptive and scalable solution that wouldn't disrupt existing workflows.

Our solution

Synebo focused on deep customization to overcome Salesforce's standard limitations. The solution included:

1. Using ConnectApi to create custom Order Feeds with tailored permissions and filters, as well as plain text templates and Visualforce Pages.
2. Developing custom flows with enhanced Flow Interviews that can pause for error handling or clarification, resuming from the point of interruption without dropping the entire process.
3. Reworking related lists into custom components to provide customers with relevant information in an accessible format.
4. Implementing new Invocable Actions for ConnectApi methods to bypass unit test restrictions, avoiding the use of "seeAllData=true."
5. Using Platform Events and Lightning Message Channels to ensure real-time communication between systems.

The results

While the project is still ongoing, Synebo successfully bypassed standard functionality restrictions in Salesforce OMS, enabling Synebo's customer to streamline its order management processes. Custom flows and components improved operational efficiency,

and real-time synchronization ensured smooth integration with external systems. End users benefit from a more flexible and adaptable Salesforce solution.



**Custom flows with enhanced
error handling**



**Integration with SFCC and
WMS using Platform Events**



**Connect Api
customization**