

Sterling case study



Industry: HLS



Products Used: Sales Cloud

Company Overview

Sterling Pharma Solutions is a global contract development and manufacturing organisation (CDMO) specialising in the development and manufacturing of small molecules, peptides, and ADC-conjugate drug substances for clinical and commercial use. With over 50 years of experience, and facilities across the UK, Europe, and the US, Sterling is recognised for its expertise in complex and hazardous chemistries, innovative technologies and a collaborative, service-focused approach.

Challenges

Sterling identified opportunities to evaluate and optimise their Salesforce® environment:

- **System Visibility:** Sterling wanted a thorough review to understand exactly how their Salesforce® was performing.
- **Workflow Effectiveness:** A review of existing automations was required to determine if they were still fit for purpose.
- **Future Development:** Sterling wanted to ensure their system was ready to scale and support upcoming projects.

Solution

In collaboration with Mint®, Sterling undertook a comprehensive Salesforce® Health Check to uncover risks, inefficiencies and opportunities

- **Detailed Org Audit:** Mint® examined data quality, security, workflows and system architecture.
- **Diagnostic Reporting:** Findings were presented in a structured report, highlighting areas of strength and areas needing improvement.
- **Prioritised Roadmap:** Mint® outlined short-term fixes and long-term recommendations for strategic development.
- **Actioned Improvements:** Key enhancements, including data validation, automation streamlining and process refinement were implemented.

Results

- **Clear System Insights:** Sterling identified opportunities for continuous improvements of their Salesforce environment.
- **Operational Efficiency (Planned):** Work is underway to streamline workflows and automate steps for end users.
- **Future-Ready Salesforce® (Positioned):** The system is being prepared and optimised to enable scalable development in the future.



"Mint® brought clarity to our Salesforce® setup and gave us a roadmap we could act on immediately. Their improvements have made the system faster, more reliable and ready for what's next."

Mark Millar, VP Global Commercial Operations

Conclusion

For Sterling, the Salesforce® Health Check provided by Mint® was a vital step in ensuring their CRM system could meet current demands while preparing for future expansion. By combining a structured review with clear recommendations and rapid action, Mint® gave Sterling confidence in their system's reliability, scalability and long-term potential. This partnership ensures Salesforce® remains a trusted platform for their global operations.

Curious how healthy your Salesforce® really is?

Contact Mint® today:
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To learn more about how Mint® can help transform your Salesforce® experience, scan the QR code to visit our website.

