



# CBA STREAMLINES SALES FLOW WITH SERVICENOW IMPLEMENTATION BY PROV

**1000**

Productivity hours  
saved by self-service

**50%**

Reduction in processing time  
of pricing calculations

**70%**

Increase in employee satisfaction  
experience with workflows

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**Companhia Brasileira de Alumínio (CBA) is a leading company in the aluminum industry, seeking to bring greater agility to its customers.**

To achieve this, CBA was looking for a digital transformation solution to help optimize its sales flow. The company chose ProV to provide ServiceNow implementation services for IT service automation with digital workflows.

## The Challenge

CBA was facing several challenges with its sales flow, including manual processes that were time-consuming and prone to errors. The company was seeking a solution to streamline its sales process and provide a more efficient and effective experience for its customers.

**Customer:**  
CBA

**Headquarter:**  
São Paulo-SP

**Industry:**  
Aluminum & Building Material  
Manufacturing

**Employees:**  
6,500

**Products:**  
ServiceNow AppEngine



## The Solution

To address these challenges, CBA engaged with ProV to implement ServiceNow services. ProV developed many customizations for performing calculations, handling pricing complexities, and integrating the system with MS Azure and SAP. The customizations were designed to eliminate "hard codes" and provide administrators with the ability to govern the process with minimal demands for developer adjustments.



## The Results

CBA's partnership with ProV has been instrumental in streamlining its sales flow. The customizations developed by ProV have resulted in 1000 productivity hours saved by self-service, a 50% reduction in the processing time of pricing calculations, and a 70% increase in employee satisfaction with workflows. The solution implemented was the ServiceNow App Engine, providing CBA with a robust platform for optimizing its sales process.

## Conclusion

CBA's investment in digital transformation has been a success, thanks to its partnership with ProV. The implementation of ServiceNow services has helped the company to streamline its sales flow, reduce processing time, and increase employee satisfaction. The results of this partnership have been significant, with a significant reduction in manual processes, increased productivity, and improved customer experience. CBA's digital transformation journey with ProV has been a success, and the company continues to strive for digital excellence in its industry.

## Contact us



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