

Case Study

Elevating B2B commerce with refined innovation Powering Savant's B2B commerce with innovation and Salesforce



Atos



At a glance

Savant was looking to enhance its B2B experience while maintaining its unique brand sophistication. It partnered with Atos to leverage Salesforce's Service, Sales, Marketing, and Community Clouds.

Overview

Savant Systems Inc. is a leading innovator in smart home and smart power solutions, specializing in energy-efficient smart LED fixtures and bulbs for every room. Its brands include Savant, Savant Power, and GE Lighting, a Savant company.

Why Atos

Atos' unique Salesforce expertise includes a global team of 1,200 members, who are balancing industry-leading innovation, AI, and technical excellence to deliver smart and sustainable solutions for a future-fit world.

Find out how Atos is leveraging Salesforce for faster results and a transformative experience for your end-users:

[Atos and Salesforce - Atos.](#)

Challenge

Savant aimed to elevate its B2B platform, creating a seamless and refined experience for its clients that embodied the sophistication of its brand while enhancing engagement and simplifying the journey from product discovery to checkout.

Solution

Savant partnered with Atos to enhance their B2B platform using Salesforce. Atos' solution leveraged Salesforce's Service, Sales, Marketing, and Community Clouds to deliver powerful features, including:

- Dynamic pricing and discounting tailored per account
- Mobile-friendly design for improved accessibility
- Real-time tax calculations linked to shipping addresses via Avalara
- Instant shipment cost estimations for UPS and FedEx
- Multi-cart functionality and shared carts for each customer
- Recommendations for commonly purchased products and seamless re-ordering
- Custom design tool for efficient project quoting and purchasing

Results

Atos' collaboration with Savant, leveraging the advanced capabilities of Salesforce B2B Commerce, led to several key outcomes. Customer satisfaction improved through tailored pricing and discounts, enhancing overall account engagement. Efficiency increased with real-time calculations for taxes and shipping, allowing customers to make quicker decisions. The purchasing process was also streamlined with features like multi-carts and custom design tools, driving higher sales and encouraging repeat purchases.

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atos.net

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Let's start discussion together



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