

dtcforce | Military &  
Defense Company

# Elevating Efficiency Through Strategic Innovation

Transforming CRM and Operations  
for Armor Express





# Transforming CRM & Operations for Armor Express

**In the dynamic world of protective equipment, where precision and reliability are paramount, the technology that drives business operations often remains behind the scenes. For Armor Express, a leader in delivering high-quality body armor solutions, the challenge was clear: to maintain their competitive edge, they needed more than just state-of-the-art products—they required a seamless, integrated system to handle the complexities of their growing enterprise.**

Armor Express, known for its dedication to serving the defense, law enforcement, and commercial sectors, faced increasing demands on their CRM systems. As their client base expanded, the company recognized that their existing tools were no longer sufficient to manage the intricate workflows and data management needs that came with their growth.







The Need for Transformation

# Addressing Operational Complexities with Targeted Solutions

In **2020**, Armor Express reached a pivotal point. Their existing CRM infrastructure was straining under the weight of their expanding operations, leading to inefficiencies in data management, security, and user support. Realizing the need for a robust solution, Armor Express turned to DTC Force to develop a tailored Salesforce implementation that could support their long-term goals.

The partnership marked the beginning of a significant transformation. With **DTC** Force's expertise, Armor Express was able to overhaul their CRM processes, introducing new levels of efficiency and effectiveness into their daily operations. This collaboration laid the foundation for a more resilient, scalable system capable of meeting the demands of their diverse client base.

DTC Force's approach was not just about solving immediate challenges—it was about building a sustainable, future-proof solution. Through advanced data analytics, custom workflows, and targeted training, Armor Express gained the insights and capabilities needed to make proactive, informed decisions.

This strategic shift from a reactive to a proactive operational model has allowed Armor Express to reduce operational costs, improve service delivery, and better anticipate market changes. The partnership has solidified Armor Express's reputation as an industry leader, ready to navigate the challenges of a fast-paced, ever-evolving market.

## **Disclaimer**

This content is provided for general information purposes and is not intended to be used in place of consultation with our professional advisors. This document refers to marks owned by third parties. All such third-party marks are the property of their respective owners. No sponsorship, endorsement or approval of this content by the owners of such marks is intended, expressed or implied.

**Copyright © 2020 DTCforce.**

**All rights reserved. DTCforce and its logo**