Applaudo

Whitepaper

Embracing Salesforce:

The compelling choice for modern business growth

HARVARD BUSINESS SCHOOL
Harvard Owner/President Management Program

Forbes | Technology Council

CAPITAL FACTORY

AUSTIN TECHNOLOGY COUNCIL

YEC

Austin Chamber

The power of Salesforce, a modern business advantage

Today's organizations are constantly seeking innovative solutions to drive growth, enhance efficiency, and deliver exceptional customer experiences. But how can businesses stay competitive in the modern market to increase revenue, efficiency and customer experience? Salesforce has transformed businesses across industries and has become a compelling choice for any organization looking to thrive in the modern market.

Salesforce is more than just a customer relationship management (CRM) tool; it's a comprehensive cloud-based platform that integrates sales, marketing, customer service, and more into a unified ecosystem. By leveraging cutting-edge technologies like artificial intelligence (AI), automation, and analytics, Salesforce empowers organizations to streamline operations, optimize workflows, and make data-driven decisions.

The interest in Salesforce among organizations is in constant expansion. In fact, the overall growth of the CRM market is fueled by the increasing adoption of cloud-based solutions. Salesforce, being a leader in cloud CRM, plays a key role in driving this trend. According to Web Engage, Salesforce holds a dominant position in the CRM market with a 20% share. This means one out of every five companies using a CRM solution relies on Salesforce. Businesses are increasingly migrating towards Salesforce ecosystem for its flexibility and scalability, ultimately helping businesses to increase revenue, optimize costs, and mitigate risks.

As businesses navigate the complexities of today's marketplace and strive to stay ahead of the curve, the decision to adopt Salesforce represents more than just a technological investment – it signifies a commitment to innovation, transformation, and future-ready success.

As a strategic and digital IT consulting company, we are committed to guiding businesses beyond mere software. Salesforce represents a mindset—a commitment to innovation, to customer-centricity, and to continuous improvement. Together, we will empower your organization to embrace innovation, foster competitiveness, and revolutionize operations to deliver unparalleled value to your customers, achieving unprecedented levels of success.

Keep reading to get to know how Salesforce can help your business!

How is Salesforce transforming businesses?

Salesforce as your modern partner to peak sales performance

Salesforce is more than just a software platform—it's a catalyst for transformation. **By seamlessly integrating sales, marketing, customer service, and more into a unified ecosystem,** Salesforce empowers modern businesses to achieve success easily.

With Salesforce, businesses gain unparalleled insights into their customers, enabling personalized interactions and driving customer loyalty. Automation streamlines processes, freeing up valuable time for teams to focus on strategic initiatives and innovation. Collaboration is elevated as teams work together seamlessly across departments and locations, breaking down silos and fostering a culture of agility and responsiveness.

From businesses of all sizes and industries, Salesforce levels the playing field, providing scalable solutions that adapt to the unique needs and challenges of any organization. Its cloud-based architecture ensures flexibility and scalability, allowing businesses to grow and achieve overall performance without constraints.

But how can Salesforce transform **your** business?

Embrace the power of Salesforce to increase revenue

Salesforce stands as a transformative force in revenue generation. Its robust customer relationship management (CRM) capabilities streamline operations by centralizing customer data, allowing sales teams to gain a comprehensive understanding of their clients. This insight facilitates the anticipation of needs and the delivery of personalized experiences, fostering customer loyalty and repeat business.

Moreover, Salesforce's advanced analytics and Artificial Intelligence (AI) capabilities provide invaluable insights into market trends and sales performance. Through predictive analytics, businesses can prioritize leads effectively, optimize pricing strategies, and tailor offerings to maximize revenue potential. Automation tools further streamline sales processes, freeing up time for teams to focus on high-impact activities that drive revenue growth.

Scalability is another hallmark of Salesforce, thanks to its cloud-based architecture. This flexibility enables businesses to adapt swiftly to changing market dynamics and scale operations as needed. Whether expanding into new markets or launching innovative products, Salesforce provides the agility required to capitalize on emerging opportunities and maintain a competitive edge.

Beyond its CRM functionality, Salesforce offers an ecosystem of integrated apps and third-party solutions. From marketing automation to e-commerce and customer service, these tools work seamlessly together to enhance collaboration, streamline operations, and elevate customer engagement across all touchpoints.

Tap into the use of Salesforce to optimize costs

Salesforce doesn't just drive revenue growth; it's also a key player in optimizing costs. Traditional software implementations often require substantial upfront investments in licenses and infrastructure. However, Salesforce's innovative payment models eliminate this need by offering scalable usage plans. This means businesses can scale their usage up or down based on demand, avoiding over-provisioning and optimizing resource utilization. By only paying for what they need, organizations can significantly reduce initial capital outlay and ongoing operational costs associated with software maintenance and infrastructure management.

Furthermore, Salesforce's scalability and automation capabilities play a crucial role in cost optimization. As businesses grow and evolve, Salesforce can seamlessly adapt to changing requirements without the need for costly infrastructure upgrades or additional software licenses. This scalability ensures that organizations can align their technology investments with their business needs, minimizing waste and maximizing efficiency.

Automation is another key driver of cost optimization with Salesforce. By automating repetitive tasks and streamlining processes, businesses can reduce manual intervention, minimize errors, and free up valuable resources to focus on high-impact activities. Whether it's automating sales workflows, customer service responses, or marketing campaigns, Salesforce's automation capabilities enable organizations to achieve more with fewer resources, ultimately driving down operational costs and maximizing return on investment.

In short, Salesforce enables organizations to reduce overheads, minimize waste, and achieve greater efficiency. This not only improves the bottom line but also ensures that businesses can allocate resources effectively to drive sustainable growth and success.

Leverage the largest CRM player to mitigate risks

Through workflow automation, Salesforce helps minimize errors and streamline processes. By automating repetitive tasks and enforcing standardized workflows, the likelihood of human error is greatly reduced, ensuring greater accuracy and consistency in operations. This not only enhances operational efficiency but also mitigates the risk of costly mistakes that could negatively impact the business.

Moreover, Salesforce provides reassurance for business continuity through its disaster recovery capabilities. In the event of unforeseen disruptions such as natural disasters, system failures, or cyberattacks, Salesforce's robust disaster recovery protocols ensure that critical data and applications remain accessible and secure. This capability helps businesses maintain operational resilience by minimizing downtime and enabling them to quickly resume normal operations, thereby mitigating the financial and reputational risks associated with prolonged outages.

In addition to disaster recovery, Salesforce prioritizes data security to safeguard sensitive information and protect brand reputation. With robust security measures such as encryption, access controls, and multi-factor authentication, Salesforce ensures that data remains protected against unauthorized access, breaches, and cyber threats. By maintaining the integrity and confidentiality of data, Salesforce helps businesses manage risks effectively, comply with regulatory requirements, and uphold trust with customers and stakeholders.

Applaudo's approach to Salesforce

At Applaudo, we understand the deep interest that comes when exploring the power of Salesforce. Opting for Salesforce products and tools begins with understanding how its holistic suite serves as a foundational ecosystem to drive revenue growth for businesses of all kind of industries.

Salesforce

Salesforce, a potent cloud-based platform, transforms business operations by centralizing customer relationships and streamlining sales, marketing, and customer service processes. Acting as a cornerstone for revenue growth, it enhances sales efficiency, optimizes lead management, and leverages customer insights while fostering collaboration and scaling operations effectively.

Product

Salesforce offers a comprehensive suite of products and services that empower businesses to connect with their customers and automate their processes; including:

- Sales Cloud
- Service Cloud
- Marketing Cloud
- Commerce Cloud
- Data Cloud
- Analytics Cloud
- Experience Cloud
- MuleSoft
- AppExchange
- Einstein

Platform Tools

Salesforce offers a variety of tools that enable businesses to build, customize, and deploy applications tailored to their specific needs; including:

Integration and automation:

- APIs
- Mobile SDKs
- Salesforce Flow
- Salesforce Connect

Development and customization:

- Apex
- Heroku
- Lightning platform

Industry Specific Solutions

Retail · Financial Services · Travel and Hospitality · Media · Manufacturing · Technology · Public Sector

Benefits

Enhanced sales productivity · Improved customer relationships · Data centralization and accessibility · Advanced analytics and reporting · Collaboration and communication · Scalability and flexibility

Maximizing the impact of Salesforce

Salesforce serves as a powerful tool for businesses, propelling them toward growth and success. By effectively harnessing the power of the Salesforce ecosystem, organizations can dynamically scale revenue, optimize costs, and proactively mitigate risks.

What business outcome are you looking to achieve?	Applications
Increase revenue Streamline sales processes and performance through lead management and opportunity tracking. By enhancing operational efficiency, conversion rates and customer relationships, businesses can **capitalize on growth opportunities and ultimately achieve substantial revenue increases.**	• Centralized customer data • Efficient lead management • Increased sales effectiveness • Real-time insights and analysis • Marketing automation and tracking • Improved marketing ROI
Optimize costs Eliminate the need for large upfront investments in software licenses and infrastructure through payment models that enable to scale usage up or down based on demand, thereby avoiding over-provisioning and optimizing resource utilization. Scalability and automation enable **costs and process optimization while maximizing return on investment.**	• Consolidated systems • Process optimization • Tasks and process automation • Improved resource allocation • Reduced operational costs • Lowered IT expenses
Mitigate risks Minimize errors and streamline processes through workflow automation, reassure business continuity through disaster recovery, and safeguard data with robust security measures to **protect brand reputation, manage risks effectively and maintain operational resilience.**	• Data centralization • Data redundancy • Data resilience • Disaster recovery • Data security and compliance • Encryption

How can Applaudo help your business identify the best solution?

Applaudo's strategic roadmap for embarking on a successful Salesforce journey

Understanding the foundational principles of clear business objectives along with how Salesforce and its tools can make the most out of your business, sets the stage for a successful Salesforce journey. At Applaudo, we emphasize the critical connection between establishing clear goals and progressing through the various stages of Salesforce.

We guide businesses through a comprehensive Salesforce journey that encompasses from the Basic Adoption to the Advanced Automation and AI stage. This holistic approach enables organizations to maximize the value of their CRM investments.

FOUNDATION

REQUIRED

- Clear business objectives.
- Salesforce customization and configuration to match your business processes, ensure data quality management, and integrate it with other systems for seamless operations.
- Solid user adoption strategy.

SALESFORCE JOURNEY

HOW CAN WE HELP?

FOLLOWERS

Basic Adoption

- Used for basic functions like storing contacts, managing leads, and logging activities with minimal adaptations to specific needs.
- Users master fundamental features as the organization starts to expand its use and functionalities.

CHALLENGERS

Integration

- Integrated with other systems and tools that enable data flow and automation: ERP systems, marketing platforms, and customer support software.
- Organization explores how to use data analytics and improve user experience.

Analytics and Insights

- Focused on maintaining data integrity and governance.
- Organization leverages custom reports, dashbords and AI-powered analytics for data-driven decision-making, sales performance, customer behavior and business trends.

Strategic Alignment

- Aligned with the organization's strategic objectives and goals.
- Organization enhances operational efficiency and drives innovation, supporting growth initiatives and delivering exceptional customer experiences.

INDUSTRY LEADERS

Advanced Automation and AI

- Organization harnesses the full power of advanced automation and AI capabilities: Intelligent workflows, predictive analytics, and machine learning models to automate repetitive tasks, personalize customer interactions, and uncover new business opportunities.

A deeper look at Applaudo's Salesforce solutions

Our solutions offer various approaches to meet your needs, whether it's establishing a foundational service such as Salesforce Assessment, or advancing through the different applications within the Salesforce journey. By identifying your current state and understanding what your business truly needs, we ensure that our Salesforce solutions are tailored to drive your success.

SALESFORCE JOURNEY

FOUNDATION

REQUIRED

Salesforce Assessment

Salesforce assessment is crucial for businesses as it provides understanding of the current processes, identifies pain points and gaps, defines requirements and objectives, executes data cleanup and migration planning, defines user adoption and training needs, outlines the integration requirements and conducts a ROI evaluation.

A thorough assessment provides valuable insights and information that inform the Salesforce implementation strategy, ensuring alignment with business objectives, addressing specific needs and requirements, and maximizing the success of the implementation or integration process.

HOW CAN WE HELP?

- Definition and planning
- Business and customer needs understanding
- Diagnosis of the current technical status
- Technical proposal

Salesforce Consulting Services

Maximize your Salesforce ROI architecting the most adequate solutions to your company needs, training your team, or creating a Committee of Excellence. We can also help your team to be engaged on process updates that require change management.

- Solution architecture
- Training and change management

Committee of Excellence CoE

Salesforce Implementation & Integration

We dive deep into your needs and Salesforce ecosystem, crafting solutions that meet your goals with efficiency, scalability, and future-proof design. Whether you're seeking new clouds, expanded functionality, or a performance boost, we optimize your Salesforce to unlock its full potential.

HOW CAN WE HELP?

- Solution architecture
- Tailoring
- Development
- Integration
- Data migration
- Data cloud
- DevOps
- Training

Salesforce Development & Customization

Even when the standard solution needs to be heavily customized or needs multiple integrations, our experienced team of developers deliver solutions following Salesforce, coding and CI/CD best practices. We also build mobile, cloud-based apps to empower user adoption and productivity.

HOW CAN WE HELP?

- Lightning components
- Apex development
- CI/CD
- API integration
- Complex workflows

Salesforce Support & Maintenance

Enhance your Salesforce implementation or diversify your contractor base by introducing new features, optimizing or maintaining existing ones through development, integration, and support services. Additionally, we provide release and change support, adapting seamlessly to your processes for a smoother transition and ongoing success.

HOW CAN WE HELP?

- DevOps
- Lightning components
- Apex development
- API integration
- Complex workflows
- Support and administration

About our Salesforce Committee of Excellence (CoE)

Committee of Excellence

The CoE is a dedicated team of highly skilled Salesforce members within your organization that oversees the strategy, governance, and best practices related to the use of Salesforce.

The goal is to drive the successful adoption and optimization of Salesforce within the organization, managing other contractors to empower your company to have the best value from your Salesforce investment.

Salesforce Technical Excellence

Our team conducts a meticulous evaluation of the solutions architecture and execution strategies proposed by your contractors to optimize when required. We strengthen your internal team's technical expertise and capabilities for them to evaluate architectural and execution strategies going forward.

Salesforce Strategic System Governance

Establish robust governance frameworks and DevOps practices for Salesforce environments. Our team will analyze the current scenario, draw a plan and offer expert guidance on adjusting current practices to implement best-in-class workflows, continuous integration, and deployment strategies, ensuring your Salesforce platform integrity.

Salesforce Integration Mastery

Master the art of Salesforce integration to connect and automate your business. Our service includes strategic guidance and technical assistance for setting-up, maintaining, and improving your Salesforce integrations with other systems and platforms, ensuring a unified and efficient ecosystem that enhances operational efficiency and data consistency.

Our Salesforce domain experts

Salesforce Consultant

Serves as a trusted advisor and solution provider, guides business through the entire Salesforce journey, from initial assessment to implementing and ongoing optimization. Specializes in helping businesses leverage the Salesforce platform to optimize their sales, marketing, customer service, and overall operations.

Salesforce Architect

Bridges the gap between business needs and technical solutions. Responsible for solution designing with optimal approaches in terms of custom development and integration, best practices, data modeling, process automation. Designs scalable, flexible, and high-performance solutions on the Salesforce platform.

Salesforce Developer

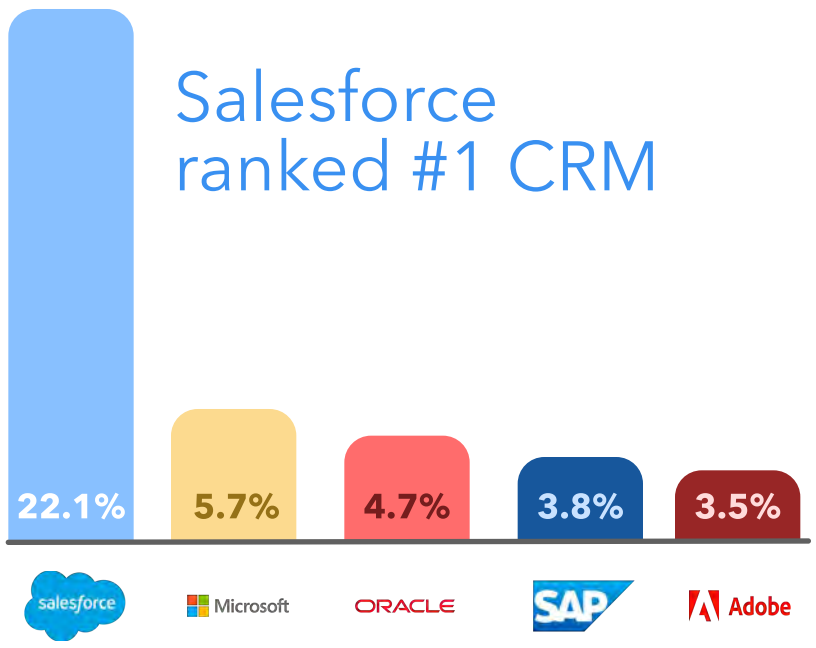
Develops customized solutions through Apex (code) development, Visual force (like HTML & CSS), API integrations and lightning web components for intuitive user experience. Understands business requirements and translates them into technical solutions using Salesforce technologies and development tools.

Salesforce Business Analyst

Gathers requirements and executes analysis to streamline existing business processes within the Salesforce platform features and capabilities, writing clear and cohesive user stories. Connects the business stakeholders needs and technical teams to ensure that Salesforce solutions meet business needs and objectives.

Why Salesforce?

Salesforce ranked #1 CRM



Sources: Salesforce, IDC 2023H1 Revenue Market Share Worldwide

20% Salesforce is the largest CRM player, with more market share (+20%) than its closest competitors combined (17.7%).

90% of the Fortune 500 are Salesforce customers.

40% Customers report a ~40% increase in sales productivity.

Partner with Applaudo to unlock the full potential of Salesforce

Partner with us to harness the power of Salesforce for your business, including Salesforce Assessment, Consulting Services, Implementation and Integration, Development and Customization, and Support and Maintenance. Our expert Saleforce consultants and tailored solutions ensure that you can navigate the Salesforce ecosystem with confidence, ultimately driving growth, business optimization, and reduce risk mitigation.

Why choose Applaudo?

We understand that success means staying ahead of the curve. With our innovative solutions and tailored strategies, you will not only adapt to change but thrive in it.

Join us on the journey to transforming your business, powered by Salesforce solutions.

Let's redefine what is possible together. Connect with us today and delve on the path to accelerated success.

Applaudo