Lenticular SOLUTIONS

STRUCTURED PARTICIPATION SYSTEMS & MANAGED SERVICES

Clean builds. No buzzwords. Real results.

Lenticular Solutions designs and manages complex participation architecture inside Salesforce. We help nonprofits and growing organizations turn applications, approvals, grants, programs, portals, and ongoing service operations into scalable, governed systems.

Where We Win

Mission-driven and growth-stage organizations managing structured participation at scale.

- Complex intake and participation workflows across applications, registrations, ticketing, grants, and enrollments
- Spreadsheet-to-architecture transitions
- Stalled adoption and broken automations
- Responsible AI and Agentforce expansion

Better Together

For Salesforce AEs, Lenticular removes common blockers such as limited internal admin capacity or stalled adoption.

We speed up time-to-value while building foundations that support long-term account growth.

Our approach combines clean architecture, responsible automation, and long-term managed support, so customers gain visibility, governance, and systems that evolve with their mission instead of breaking under growth.

We Align With Multiple Salesforce Products

- Automation & Governance
- Structured Workflows & Responsible AI
- Experience Cloud & Participation Portals
- Operational Visibility & Reporting
- Data Integrity & System Stewardship

How We Help Customers

Our focus is clarity and longevity. We build clean automations, define ownership, and implement reporting that leadership can trust.

Instead of heavy, one-size-fits-all builds, we design systems that teams adopt quickly and sustain responsibly.

Moving from manual or fragmented processes to structured Salesforce workflows shows results fast. An Experience Cloud portal we launched had over 7,000 returning users in its first week, proof of how quickly people adopt a modern participation system.

7,000+ returning users in the first week of an Experience Cloud portal launch

By automating intake, approvals, and case creation, organizations clear out inbox overload, gain real-time visibility, and reduce operational strain.

These foundations speed adoption and give you a stable base to expand into Sales Cloud, Experience Cloud, Nonprofit Cloud, and Agentforce initiatives.

Target Customers

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Target Buyers
- Executive Director / CEO
- Head of Operations
- Program Director
- RevOps Lead

Target Users
- Program & Operations Teams
- Customer Success & Support
- Marketing & Development

Industry
- Nonprofits & Foundations
- Associations & Membership Organizations
- Events & Experiential Programs
- Professional Services
- Growth-Stage SMBs

Segments
- Multi-Step Intake & Approval Programs
- Membership & Lifecycle-Driven Models
- Event-Based Participation Models

Example Participation Models

- High-volume event registration programs
- Multi-step grant and application intake
- Membership lifecycle and renewal models
- Structured approval-based programs

Customer Challenges
- Manual or fragmented intake processes for applications, registrations, grants, or service requests.
- Approval chains handled through email, with no audit trail or clear ownership.
- Data scattered across systems, which blocks reliable reporting and executive visibility.
- Salesforce is implemented but lacks governance, documentation, or clear system stewardship.
- No internal Salesforce owner to maintain enhancements, support users, or manage growth.

Discovery Questions
1. How are applications, registrations, or program enrollments currently tracked?
2. Who owns Salesforce internally, and how are system changes managed?
3. When approvals are required, how are ownership and visibility maintained across teams?
4. If leadership asked for impact or participation metrics today, how quickly could you deliver them?
5. What happens when an automation or process breaks?
6. Are there manual steps in your intake or approval process that create delays or risk?

Buzz Words

Applications · Registration · Ticketing · Spreadsheets everywhere · Broken automations · Cloud stack · Adoption struggles · Siloed data · Can't connect systems · Vendor management · Customer portals · "We bought Salesforce but don't use it."

Drive ACV With These Sales Plays

01
Participation Workflow Modernization
For manual or fragmented intake, Lenticular designs structured, governed Salesforce workflows.

02
Implementation & System Architecture
Scalable, governed participation architecture for Salesforce launches and relaunches.

03
Stabilization & Managed Support
Audit, restructure, and stabilize Salesforce environments for sustained adoption and growth.

04
Responsible AI & Agentforce Enablement
Governed AI built for compliance, data integrity, and structured participation.

Next Steps

Learn More
Explore case studies, service offerings, and structured participation systems at lenticular.solutions.

Connect with Us
Connect on LinkedIn or reach out directly to discuss collaboration opportunities.

Partner with Lenticular
Co-deliver structured automation and governance for Salesforce customers.

salesforce PARTNER

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