

The infographic features a central white circle with the text 'SALESFORCE.COM INVESTMENT HEALTHCHECK'. Surrounding this central circle are several smaller white circles, each containing a different icon: a person, a thumbs up, a pound sterling symbol (£), a DNA helix, the word 'chatter', a head with a brain scan, a lightbulb, a microscope, a dollar sign (\$), a virus, and the Fusion Experience logo. Two red banners with white text are positioned at the bottom right, reading 'Unlocking the value of your investment'.

SALESFORCE.COM INVESTMENT HEALTHCHECK

Unlocking the value of
your investment

fusion-experience.com

Salesforce.com Investment Health Check

Salesforce.com is undergoing rapid change as it moves from CRM to Social Enterprise. Here are some of the things that are helping enterprises to become more competitive and innovative:

- Force.com platform - underpinning CRM, enables customised solutions to be rapidly configured to help employees to work smarter and faster
- Chatter - connecting people and improving communication, collaboration, knowledge sharing, creativity and trust across an organisation
- AppExchange - an ever increasing range of Apps available to enrich your current Salesforce.com investment such as; marketing, sales, finance, billing, project management and more
- Extending the enterprise - growth in mobile, portals, websites, monitoring your brand and competitors are creating new ways to engage with customers

We provide a Salesforce.com Investment Health Check to unlock value by examining your current CRM implementations in the context of business alignment and future proofing.

Initial Investment Health Check

Understand the value of your current Salesforce investment

- Business data is defined, validated and fit for purpose
- The way the solution integrates with other systems
- Use of standard, premium and custom objects (data and functions)
- Use the full extent of the platform-as-a-service
- A real-time social database for smarter measurements and reporting
- Understanding of users and their likes and dislikes

Insights gained

- A comparison to best practice with recommendations
- List of features not fully utilised, or new ones highlighted
- Re-prioritisation of projects that will unlock the most value from the investment
- How Master Data Management works for non-financial transactional data
- How to close the gap between 'sensing early' and 'responding quickly'

You will be presented with the findings and a vision of opportunities, including better insights to Salesforce.com with jargon translated into useable business language