



ideas inc
connect to success



With years of experience in large, and smaller, Salesforce.com implementations in South Africa and on the continent, Ideas Incorporated has connected more businesses to **success** using the world's most trusted cloud computing and CRM technology, than anyone else in Africa.

South Africa's foremost Salesforce.com Gold Cloud Partner, Ideas Incorporated is the only systems integrator in this region with deep skills in developing business applications using a platform that's **trusted** by hundreds of thousands of clients across the globe.

When you engage Ideas Incorporated you'll get more than a well-integrated, cloud-based software solution - you'll forge a long-term business relationship with technology partners who are **committed** to helping your company to make the most of sales, marketing and its connection with customers. You'll get a Salesforce ally immersed with helping you use the world's #1 CRM sales application to build a better business.

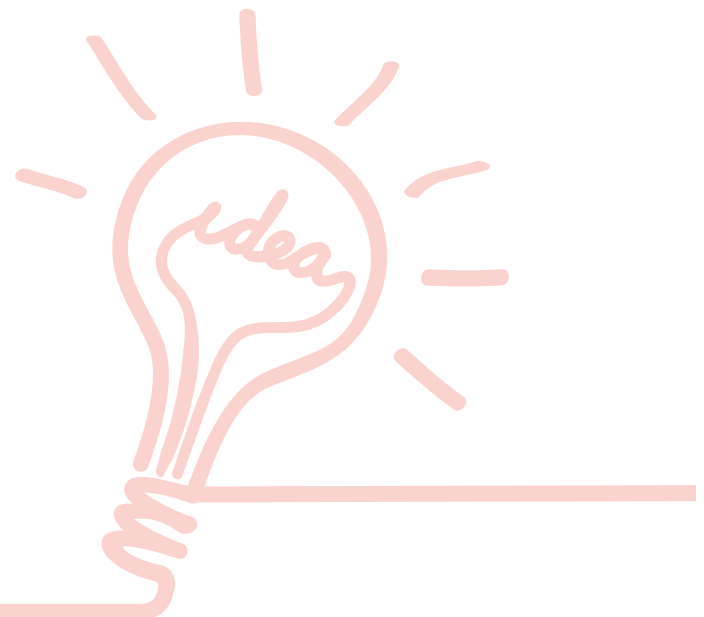


A team of experts who first experienced Salesforce.com as customers, and fell in love with this **innovative** business tool, Ideas Incorporated is populated by Salesforce.com devotees. After overseeing implementations at huge IT companies, the founders of Ideas Incorporated decided to create a dedicated firm that would service clients in Africa, using only products and services from the Salesforce.com ecosystem.

Over a number of years the Ideas Incorporated team has accumulated extensive experience and created proven methodologies that underwrite solid results. This team is a powerful group of **talented** professionals who understand local conditions and have earned the most official Salesforce.com certifications in the country. These skilled Salesforce experts consistently earn excellent reviews for implementations; and garner top global ratings for business applications development.



The bottom line?
When it comes to
Salesforce.com products
and services in South Africa,
and on the continent,
Ideas Incorporated should
be your first choice.



gold
cloud alliance
partner



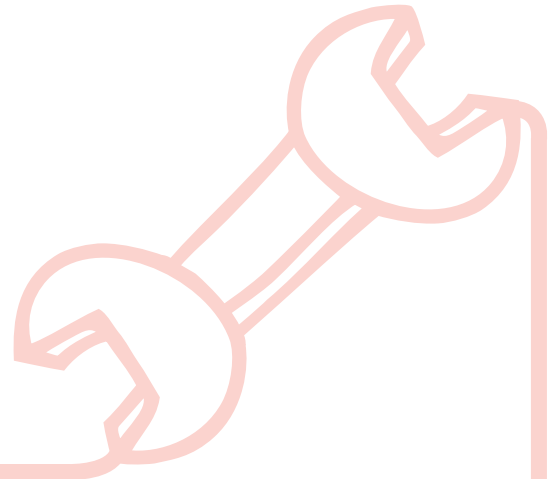
appexchange program
partner

ideasinc
connect to **success**

A Salesforce.com Gold Cloud Partner and end-to-end **systems integrator**, Ideas Incorporated is also a registered Force.com business applications developer. Whether it is seamlessly integrating your Salesforce solution, or building powerful custom applications that can stand alone, Ideas Incorporated has all the expertise you need to ensure CRM functionality is optimised.

Ideas Incorporated offers public training and assessments on the full range of Salesforce.com products to ensure that your people using Salesforce are certified to do their jobs well, and extract full **value** from your investment in this technology. Africa's leading Salesforce.com partner complements this with a range of administration, support and managed services that will suit your business, regardless of industry or size.

**Ideas Incorporated is the only
Salesforce.com Partner in
southern Africa that provides full,
end-to-end products, integration,
applications development,
service and support.**



The full Salesforce.com product line is available through Ideas Incorporated, and is backed by the knowledge and **support** required to give your business a competitive edge: Sales Cloud, Service Cloud, Force.com, Chatter, whatever is required to make your business operate more smoothly and efficiently in the Cloud.

Consulting



Ideas Incorporated is focused on **ethical** consulting that starts with looking at the most efficient integration to suit your business needs. The consulting is based on getting you the **best-fit** solution at the best cost thanks to our experience with the world's most trusted, cloud-based CRM technology. Our consulting doesn't stop when the implementation starts, but continues to ensure your technology works for you.

Development and the customisation of Salesforce solutions

Salesforce.com has long been recognised by IT analysts, developers and users as the world's most powerful Platform as a Service (PaaS). For years Ideas Incorporated has been using this platform to develop powerful custom solutions for businesses who want to connect with their customers in a whole new way. Scale and reliability are a given, and Ideas Incorporated's experience means this is delivered at the most reasonable price. Experience also means a development with clear deliverables and the highest **quality** of work you'll find in Southern Africa. Another important aspect is Ideas Incorporated's strength in mobility and creating a solution that works for today's nomadic work culture.



Connect to Success

Electing to use Salesforce.com to connect to success is the first step in reorienting your company to become fully engaged with its customers. The ability to reach your business goals will mean ensuring you have the talent to manage the technology, and extract maximum value from your investment. Ideas Incorporated has a suite of administrative, management and support services to ensure that you are buoyed every step of the way. But don't take our word for this, speak to our clients - people we've had an enduring **relationship** of trust with, whose companies we've already connected to success.

Training

To get the best return from your investment in Salesforce.com's technology you need to ensure that your people help drive the **adoption**, use and innovation of the solution. Ideas Incorporated will help train your teams using learning that's customised to your business and industry, to ensure that your team is on board with the platform that will help them become better at what they do. This training ranges from ensuring people have the fundamental skills to use and maintain the system, as well as higher level learning so that your team leaders can train too. Ideas Incorporated can also consult with you on a leadership and succession plan to ensure that risk is mitigated should your team structures change.



A proven track record

Ideas Incorporated has experience in a broad range of businesses, from SME to midmarket organisations, to multinational companies that span Africa and beyond. Implementations have been done across all the **verticals**, including Financial Services (Banking and Insurance), Information Technology and Communication, Retail and Manufacturing, Not for Profit and Higher Education, Healthcare and Life Sciences and Media.

Ideas Incorporated has not only done the most Salesforce.com integrations and developments in Africa, but enjoys the highest quality score from clients on the Salesforce AppExchange, where the technology company's partners are **ranked** and rated. With offices in both Johannesburg and **Cape Town**, Ideas Incorporated services the entire SADC region.

Ideas Incorporated focuses exclusively on Salesforce.com technologies, and does not represent competing CRM software. Focus is everything and our **purist** ideology ensures we deliver the best, most ethical and efficient solution. It also prevents dilution of talent or conflicts of interest, and ensures that solutions fit and work to connect your business to success.



Effortless Efficiency

With automation and agility, your people are able to be more **productive** and responsive, because they're spending less time on admin, and more time doing business that delights your customer.

Collaborative Visibility



In business, communication is a maze of streets that can become complex to navigate, sometimes leaving an organisation without proper **control**, visibility and poor connections. Salesforce tools ensure an open system that tracks each lead, each opportunity, each activity, each customer from start to finish, keeping them in the loop, and feeling cared for. This creates collaboration between customers and employees while giving visibility to everyone.



Your Data – visualised with clarity

Gathering relevant data can be difficult and costly. Mining these big datasets can be an exercise in frustration, as the 'big picture' is not necessarily self-evident. Salesforce Dashboards and Reports, and bespoke utilities from Ideas Incorporated make data **meaningful** and useful, by presenting them in a visual and user-friendly way.



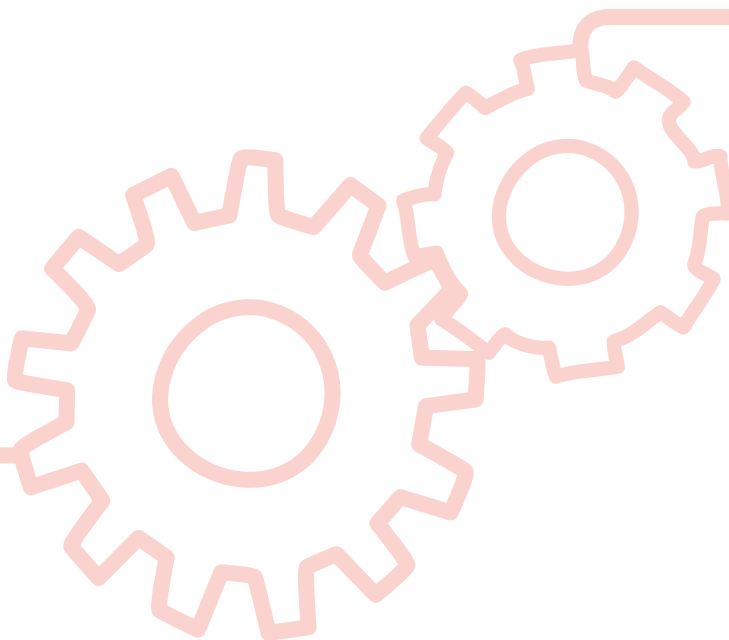
Feedback loops & early detection

Ideas Incorporated knows that keeping customers is more important and less costly than attracting new ones. Using Salesforce.com, Ideas Incorporated will help you create an ecosystem obsessed with customer **satisfaction**, that operates live, and can point out clients in distress before you lose a sale – or a customer for life.



Optimal deployment of resources

Today's company must be responsive and agile. When the environment changes, you must be able to act speedily and adjust quickly. At Ideas Incorporated, Salesforce implementations that are done right the first time is a norm, while delivering **agility** and flexibility comes second nature.



Ideas Incorporated customer praise

1

“During my time working with Ideas Incorporated at Dimension Data, I found them to be **exceptionally** professional, situationally aware, and focused on creating a positive impact. Within a complex and dynamic environment Ideas Incorporated was able to shepherd the deployment of Xactly, the first compensation automation system deployed within the region. Without Ideas Incorporated’s support at critical project phases, it is doubtful that the roll-out would have been a success. Not satisfied with good enough, Ideas Incorporated was also able to motivate for and drive key improvements to Dimension Data’s instance of Salesforce.com, both regionally and globally. With Ideas Incorporated working on your team, you know that you have a partner that will take the time to understand your requirements.”

- **Global Sales Automation Director, Dimension Data**

“I have worked with Ideas Incorporated over a number of years and find them to have an **excellent** customer facing manner and great at building relationships across many businesses. Ideas Incorporated understands cloud computing and the benefits it can bring to companies, as well as understanding the detail challenges businesses have in this area.”

- **Consulting Director Global Financial Services Delivery, Salesforce.com**

“Ideas Incorporated is a great partner to work with. Determined and effective in their role, Ideas Incorporated has very strong organisational capability and pursues their tasks with **professionalism** and integrity. We welcome the chance to work with Ideas Incorporated on other projects and programs so that we can repeat a great experience.”

- **International Sales Manager, Xactly Corporation**



“Ideas Incorporated are highly knowledgeable and **service orientated** and I rely on their technical expertise to optimise and develop Momentum Asset Management’s implementation of Salesforce.com”

- **Momentum Asset Management (CRM and MIS Manager)**

“Ideas Incorporated has worked very closely with Standard Bank through our development of Salesforce.com as the key client relationship management tool across CIB (Corporate and Investment Banking). We have rolled out to 13 countries and have over 1,000 users. Their input to this process was vital to its success, both from their ideas generation and their **commitment to delivery**. I have very much enjoyed working with them, believe they are very strong communicators and would happily recommend the services that their company provides to others.”

- **Standard Bank CFO International Operations, Isle of Man**


Additional Customer Praises

“High levels of professionalism and dedication... Incredible **Salesforce knowledge** adds to Ideas Incorporated constantly providing the most feasible and reliable solutions for the client’s needs... boosted our Production Support team to be more efficient and increased our turnaround time on resolutions.”

“We have worked with an Ideas Incorporated consultant on Salesforce since our implementation of the system in 2007. We have been very satisfied with the professional and knowledgeable manner in which the initial implementation, and further development, customisation and all further support has been conducted. The team at Ideas Incorporated are very supportive and have been a very **valuable** link between us and Salesforce.com.”

“Having dealt with the team from Ideas Incorporated for over two years now, I can confirm that their professionalism and approach to business problems is **outstanding** and delivers time and time again. I feel comfortable handing work over into their capable hands, and can trust that it will be completed on time and done right.”

Salesforce is more than a solution.



Salesforce.com is on the frontline of the Cloud Revolution, helping businesses leverage the Cloud to **succeed** in their markets. Your company can enjoy the benefits of a cloud-based ecosystem that’s custom-built for your business environment.



Savings

By using servers in the Cloud, you **save** on the overhead of hardware, infrastructure and IT staff; as well as the headaches of costly software upgrades.



Flexibility

Salesforce is a flexible, customisable solution that can be **upscaled** very quickly – making your company more agile as the competitive environment changes.



Leads

Capturing, qualifying and **managing** leads is second nature – no more customers slipping through the cracks.



Social Media

In the increasingly social, customer-centric world, it's essential to keep **track** of social media mentions and to interact with your clients.



Align Sales and Marketing

Strategic decisions are disseminated to the 'trenches' as quickly and **efficiently** as possible.



Measure and control

Data feedback means you can track your costs and **ROI** at every stage.



Peace of mind

Sleep easy, knowing your business is hosted in a **secure** and robust ecosystem.



“Salesforce.com once again ranks first on this year’s Forbes list of Most Innovative Companies for the 3rd consecutive year” – Forbes

“Salesforce.com is the world leader in completeness of vision, innovation and ability to execute.” – Gartner’s Magic Quadrant



Gauteng: +27 (0)11 259-4064 Western Cape: +27 (0)21 462-5765

sales@ideasincorporated.co.za info@ideasincorporated.co.za www.ideasincorporated.co.za

