CRM SERVICES DATASHEET

tectonic
INSIGHT TO ACTION

As one of the largest Salesforce.com-certified development teams in the world, and as an elite consultancy recognized by Gartner, Tectonic can lead your organization to CRM excellence.

Overview

Optimally, CRM shapes behaviors based on insight about your customers and constituents. Tectonic knows the secret to happier clients and more successful CRM action system implementations: focus on business process and user adoption first, technology second.

It's a philosophy that's led to part of what Gartner highlighted when they profiled us among an elite group of eight Salesforce.com CRM consultancies, and CIO Review Magazine named us as one of the 20 Most Promising Salesforce Solution Providers.

Additionally, in partnership with Blackbaud, Microsoft, and Oracle, the company implements, integrates, and manages CRM sales, marketing, and customer service systems for joint clients across the globe.

YOUR QUESTION	TECTONIC'S SERVICES
• How should I use CRM in my organization, and how do I break chunks that make sense?	**Strategy Development**
• What's the right way to implement CRM? what's different about working with working with sales, marketing, and customer service compared to other IT project?	**Implementation**
• Which integrations and related approaches make the most sense for my CRM system?	**Integration**
• How do I keep my CRM system relevant and changing as our market and customers change?	**Application Management**

The company's project delivery methodology is built specifically for CRM; for example, accounting for the poorly designed sales processes and incorporating behaviors and culture change in adoption activities.
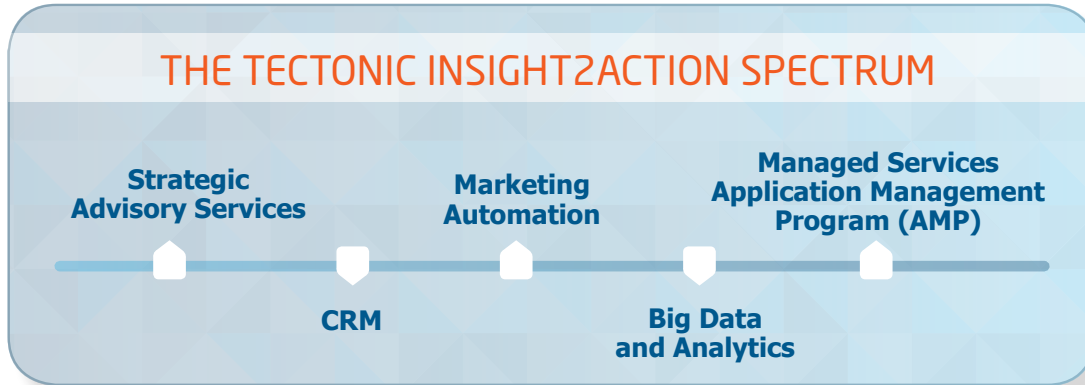
Our Client Successes

BlueCross BlueShield

FORMICA®

Angie's list.

FPX

Our Customer Success Systems

salesforce1

salesforce sales cloud

salesforce service cloud

blackbaud Luminate CRM™

Our Salesforce Customer Satisfaction Rating: 9.3/10

Insight2Action

Tectonic's Insight2Action methodology focuses on the intersection of Big Data, Analytics, Marketing Automation, and CRM, our core DNA and capability, making your data actionable end-to-end.

THE TECTONIC INSIGHT2ACTION SPECTRUM

Strategic Advisory Services

Marketing Automation

Managed Services Application Management Program (AMP)

CRM

Big Data and Analytics

Why Tectonic

Comprehensive Solutions

We are the only firm with the competency to implement all the clouds: Marketing Cloud, Analytics Cloud, Sales Cloud, Service Cloud and the know how to connect all of them.

Custom Solutions

We tailor CRM technologies to fit your business, not the other way around
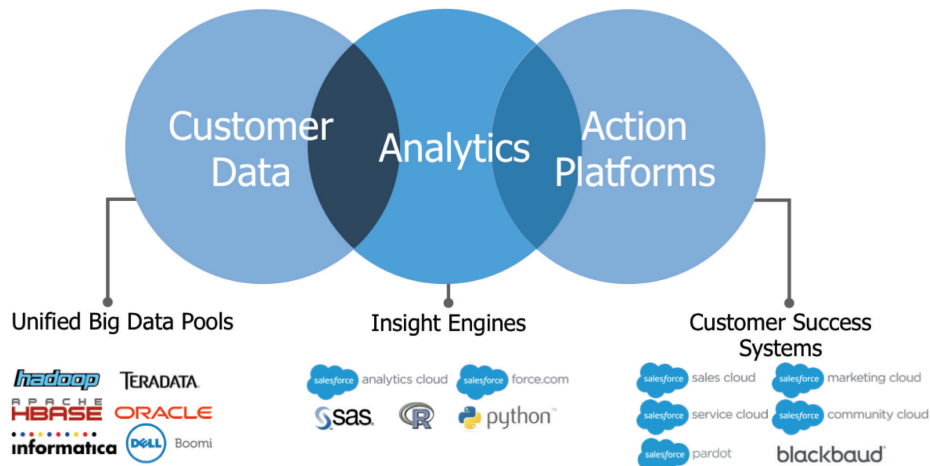
Smart Solutions

We create insightful business outcomes using your data, enabling you to make informed business decisions

Strong Partnerships

We work with industry-leading Big Data and Analytics platforms such as Analytics Cloud, Hadoop, NoSQL Databases, SAS, and others to help clients draw insights about their customers and convert them to action

Know How & Expertise

We use our industry and technical "know how" to deliver integrated business outcomes with Sales, Service, Marketing, Communities, Analytics, Apps and Big Data

Customer Data — **Analytics** — **Action Platforms**

Unified Big Data Pools

hadoop TERADATA
APACHE HBASE ORACLE
informatica DELL Boomi

Insight Engines

salesforce analytics cloud salesforce force.com
SAS R python

Customer Success Systems

salesforce sales cloud salesforce marketing cloud
salesforce service cloud salesforce community cloud
salesforce pardot blackbaud