

CUSTOM APPLICATION DEVELOPMENT

CUSTOM APPLICATION DEVELOPMENT

Cervello is a Salesforce Silver Consulting partner specializing in custom application development and integration using the Force.com and Heroku platforms. With our designation as a Salesforce Product Development Partner, our team is uniquely positioned to help your business get the most of Salesforce with innovative, custom applications. We build applications that make you money, optimize your business processes and empower your workforce anytime, anywhere via mobile and wearables.

HOW WE DO IT

From conceptualization and strategy of your application to branding and design, to development and launch, we'll build an application that has real business impact. If your application is planned for the Salesforce AppExchange, we'll see it through the Salesforce security and acceptance process.

Custom Application Services Include:

- Business case and ROI analysis
- Business process integration
- User experience design
- Application design and build
- Solution Architecture
- Apex development
- Visualforce pages
- Custom triggers
- Data Integration using leading ETL vendor platforms
- Reporting and Analytics
- Application managed services
- Formulas and validation rules
- Process automation and workflow
- Custom objects, fields, page layouts and security
- Chatter customization and integration



CLIENT SUCCESS STORIES

Sales Intelligence Application

A leading financial data provider wanted to integrate its database directly into the Salesforce user experience. As its product development organization, Cervello strategized, designed, developed and delivered the new application – in just five weeks! Cervello consultants leveraged the Heroku cloud platform which enabled them to optimize the initial investment and accelerate time to value for this client. They also managed the rigorous Salesforce AppExchange security review process, working closely with Salesforce to ensure the application met security standards and that it would provide immediate value. The application provides complete sales intelligence directly within Salesforce while creating a new revenue stream for the client.

Cervello Highrise Converter Application

This Cervello developed application is a data migration tool that moves standard Highrise (37 Signals) data to Salesforce. The application was built using Force.com and enables companies to move their accounts, contacts, opportunities, activities, emails, tags and comments to their Salesforce.com instance in one easy step.

Custom Event Planning Application

Coordinating meeting and events resources in a global organization is both challenging and taxing. Cervello developed a cloud-based application on Force.com integrated with Salesforce.com for a global financial firm to address event planning challenges. The custom Force.com application, complete with Chatter integration, VisualForce services, mobile availability, custom data integration, Google Maps Mashup, and single sign-on integration. Force.com allowed deployment with minimal IT support, and supports 500 sales professionals and 1000 investment professionals. Technology cost savings on SaaS architecture and decommissioning legacy technology was significant, and optimized business processes increased net sales and asset retention.