

# VENTURE- BACKED TECH COMPANY UNIFIES SALES PROCESSES FOR EXPONENTIAL GROWTH.

Less complexity.  
Lower Costs.  
Exponential Results.

Why We Love Them: A fast paced, fun culture, and a commitment to excellence.

INDUSTRY: INFORMATIONTECHNOLOGY  
LOCATION: AUSTIN, TX

## THE CHALLENGE

As a rapidly growing leader and industry innovator, this US-based big data technology company is revolutionizing the way quality web data is delivered to businesses. With customers ranging from Fortune 500 to other high growth tech companies, this company is committed to delivering the best possible experience for their customers and staying ahead of the curve. Lack of initial investment in a comprehensive CRM system left the company's marketing, sales and customer service teams vulnerable to missed sales opportunities and poor customer service. After many failed attempts at piecemeal technology implementations, the company's management team realized they needed an integrated system that would support its rapid growth, quantify its sales and marketing metrics, and enable timely customer communications.

## THE SOLUTION

With the help and guidance from Renovatio Cloud Solutions, the company chose to deploy Salesforce because of its highly customizable capabilities and its ease of integration with other systems. Furthermore, they understood that while technology is important, it's only the enabler. Especially in a high-growth company, it's critical for team members to quickly learn, adopt, and embrace the technology in order to achieve rapid success.

Renovatio Cloud Solutions delivered a Salesforce Sales Cloud implementation that included:

- Migration of current business processes into Salesforce in order to remove the disparate customer databases and manage data more centrally
- Integration with Hubspot , a marketing automation platform, to enable a 360 view of prospective and current customers
- Integration with Gmail for Work to track email activities within Salesforce



WORKING WITH  
RENOVATIO CLOUD  
SOLUTIONS, WE  
OPERATED AS ONE TEAM.  
WE HAD VERY  
DEMANDING  
REQUIREMENTS AND WE  
DIDN'T MISS ONE  
MILESTONE. I FIRMLY  
BELIEVE THIS SPEAKS  
TO THE QUALITY AND  
COMPETENCY OF THE  
RENOVATIO TEAM

*VP of Marketing*

## THE RESULTS

Having Salesforce Sales Cloud go live was a huge win for the company. Ultimately, Salesforce has helped the company not just connect with its customers better, but also connect with them in entirely new ways. These new capabilities have made a significant difference for the company, who is now able to provide more convenient and personalized customer experience than ever before.

### Key Takeaways:

- Enhanced access to customer data to support timely informed decisions
- Access to consolidated data and functions from anywhere, anytime
- Automated workflow processes for streamlined business activity
- Reduction of duplicate efforts by team members

## WHY RENOVATIO

As a thought leader in user experience design and mobile application development, Renovatio Cloud Solutions was engaged to assist GoodTokens in its efforts to design, develop, and launch their iOS mobile application.

**Talent:** The talent and skills at Renovatio were second to none, we had no hesitation using them.

**Innovation:** Renovatio's Salesforce expertise has proved invaluable in helping us shape our core strategy, and deliver improvements across a wide range of our business processes.

**Speed:** The Renovatio Team quickly analyzed our business requirements and delivered a solution that met all our demands in the most efficient way possible.

**Agility:** As with any IT project, unaccounted requirements do arise. Renovatio's agile approach enabled them to gracefully fulfill all the unforeseen requirements.