Federal Capital Partners – Sales Cloud Rollout

Implementing a complex set of business relationship to manage investments

COMPANY OVERVIEW

Federal Capital Partners (FCP), founded in 1999, is a privately held real estate investment company with over $6 billion in assets. FCP invests in commercial and residential assets making equity and mezzanine investments in income producing properties. HigherEchelon, Inc. (HE) work for FCP allowed the capture, tracking, and reporting of property income and purchase / sale transactions.

COMPANY PROFILE

LOCATION	*Chevy Chase, MD*
EMPLOYEES	*50*
INDUSTRY	*Financial Services*
COMPETITOR	*Excel, in-house manual solutions*
SOLUTION(S)	*Sales Cloud, Service Cloud*
GO LIVE DATE:	*03/06/2018*

CHALLENGE

- FCP has two distinct business, Deal Management and Investor Relations, operating independent of each other. Each business unit specific functionality and data visibility requirements.
- Deal Management
  - Property transactions and pipeline management were conducted manually in Excel.
  - Communication, tracking and data view / analysis were minimal and potentially out-of-date during the asset acquisition process across the business pipelines, geographical markets, and asset classes.
- Investor Relations
  - Capabilities to track investor activity and associated documentation across funds, fund commitments, fund closings, and legal entities were disparate and noncentralized.
  - No capabilities to report on communications and interactions with investors.

SOLUTION

- Leverage Salesforce Sales Cloud features, within Lightning, to develop applications with tailored functionality to each business unit's requirements.
- Use a combination of record types within standard account, contact, and opportunity objects to deliver sales pipeline tracking capabilities.
- Build and implement an account hierarchy to address complex relationships coupled with sharing rules, custom user profiles, and custom page layouts to restrict data visibility.
- Create custom objects to log, relate, and track investor relations data specific to investment funds, legal entities, and investor commitments.
- Implement Salesforce mobile app, Lightning for Outlook, and Outlook Inbox.
- Develop custom reports, dashboards, and home pages with real-time visibility and tracking.
- Implement cases to track and resolve investor issues.

RESULTS

- Both Business Units: Ability to visualize, track, and report in real time giving executives a 360° view of the business. Provides mobile functionality and time saving enhancements to increase staff productivity.
- Deal Management:
  - Provides a centralized location to log related details and communications. Provides easy view of details for past opportunities tied to specific properties, even after property name change. Provides visualization of related deals for accounts at the local, regional, and national levels.
- Investor Relations:
  - Provides a centralized location to log, track and store all related activities or documents for investor commitments, fund allocation, legal entities, and fund closings. Ability to automate, track, and quantify communication for investor client services.
- Mobile application offers functionality to generate time savings and increase staff productivity.
- Enabled Cases to automate ,track, and quantify communication for investor client services.
- Enabled possibility of downstream system integrations not previously considered.

More Detailed Info and Quantitative Results

FCP

NOTES

- Prior to the implementation of this solution, the Deal Management business unit was tracking, reporting, and managing a $2.6 billion national real estate equity sales pipeline via Excel and Outlook. Shared visibility and activity on deals was not possible as history resided with individual deal owners. The Investor Relations business unit was already using Salesforce to tracks its core fundraising functions. What they lacked was the ability to relate and log the associated activates to Fund Commitments, Fund Closings, and Legal Entities.
- *"This is the best implementation we have ever completed. It is the first implementation to complete on-time and on-budget". Lacy Rice – Federal Capital Partners, Managing Director*
- *"We brought HigherEchelon onboard to help us thoughtfully and quickly implement new capabilities across our Salesforce instance. Their expertise, especially in the private equity space, was extremely valuable as we desired to utilize as many best practices and previous lessons learned in our implementation. Additionally, they were extremely responsive to our needs and requests, including being onsite to help troubleshoot development or our production roll out to the business. HigherEchelon consistently worked to our schedule and scope, and delivered a product on time and within budget.". Brian Cohn – Federal Capital Partners, Director of Information Technology*

QUANTITATIVE RESULTS IF AVAILABLE

- Eliminated the need to manually track their $2.6 billion deal management sales pipeline in Excel
- Eliminated the need to manually track $301 million in fund closing commitments in Excel
- Migrated 6950 Account and Contact data records; previously tracked in Excel and in Outlook
- 334 Deal Management calls and email activities logged as of 4/11/18 that were previously unquantifiable or trackable by management
- 25+ internal users deployed on Sales Cloud
- 438 Legal Entities previously tracked manually in Excel

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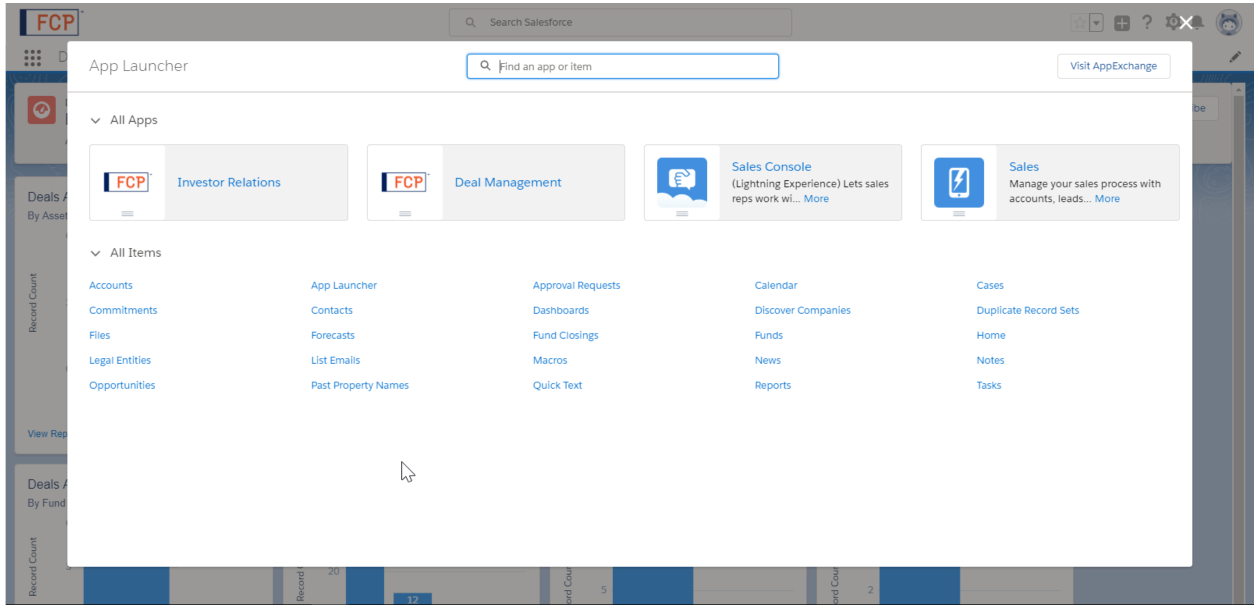
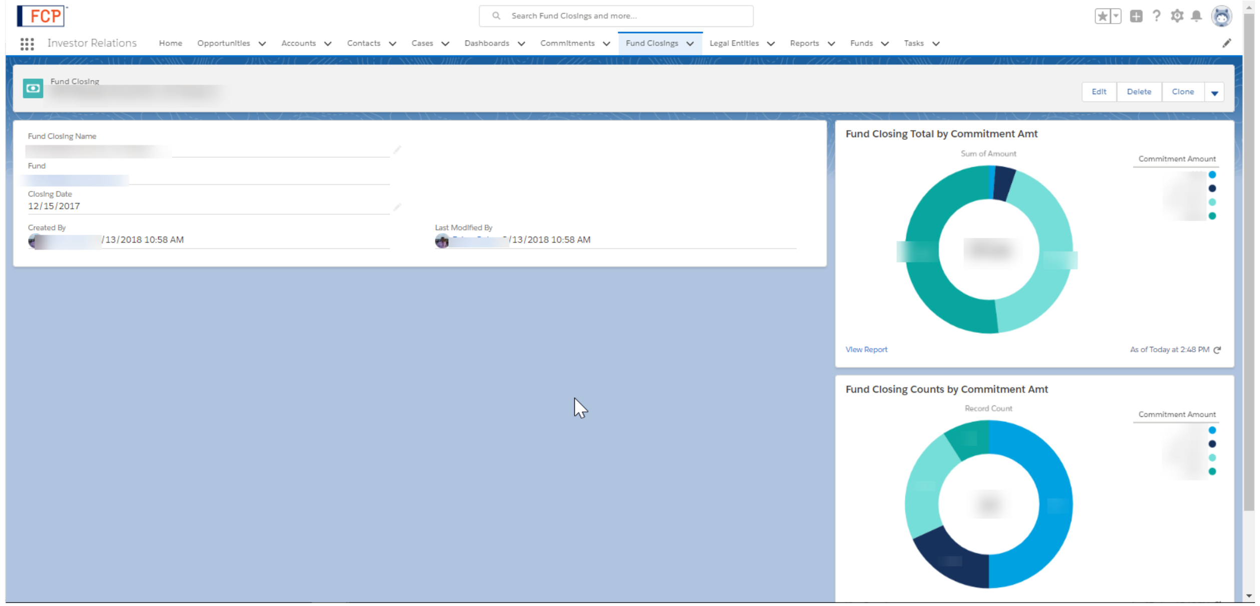
Solution Detail

MORE DETAILS

Competitors of Salesforce engaged in sales cycle:	*No competitor identified*
Previous technology replaced by Salesforce:	*Paper-based system, Excel spreadsheets*
Salesforce products deployed:	*Sales Cloud, Service Cloud*
Customer Business Model (B2B, B2C, or Both)	*Both*
Salesforce Product features:	***Sales Cloud:** Workflow and Approval Process, Mobile, Operational Analytics, Opportunity/Pipeline Management, Microsoft Integration, Sales Console* ***Service Cloud:** Case Management* ***Platform:** Custom App Dev (Lightning and Javascript, Reporting against custom data)* ***Lightning:** Lighting Migration*
If using Service Cloud, list use case (e.g. customer support, call center, field service, telesales, etc.)	*Responding to inquiries from individual investors and professionals supporting those investors, such as financial advisory firms.*
Integrations:	*None*
AppExchange Apps/Partners	*None*
Solution 'Go Live' date:	*03/06/2018*

Screenshots of app





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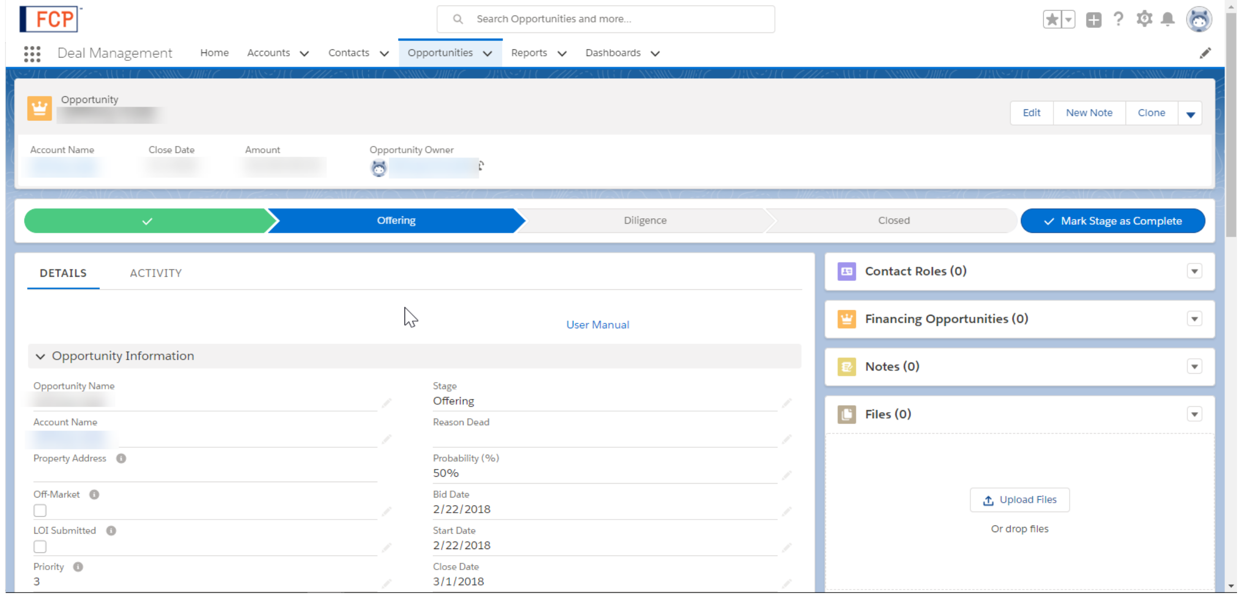

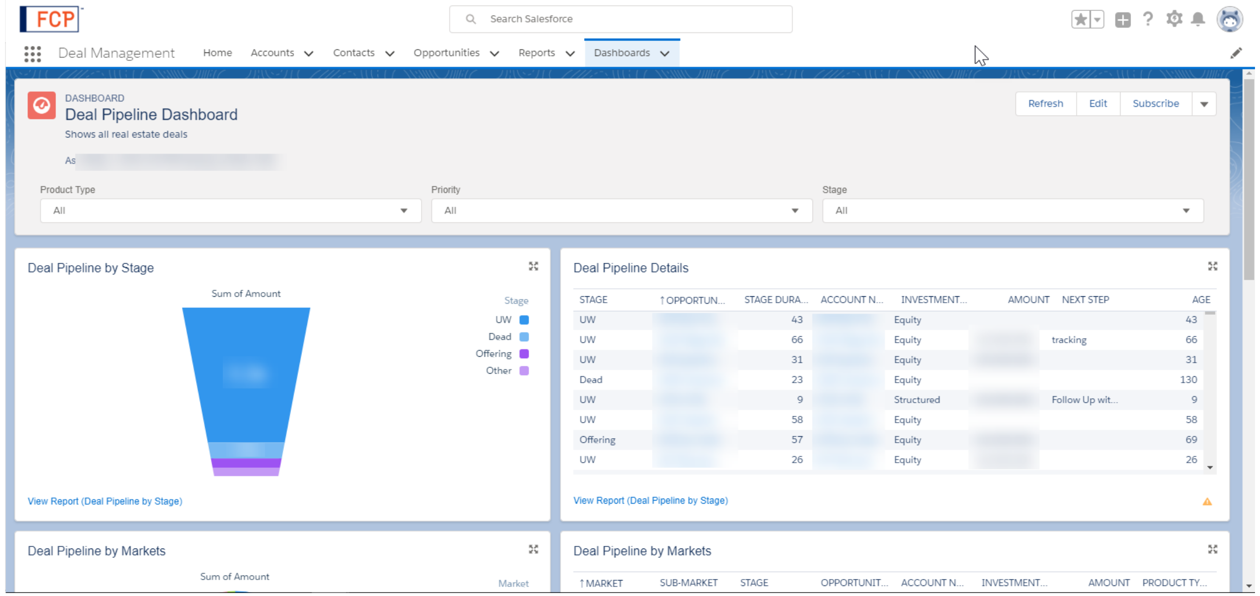

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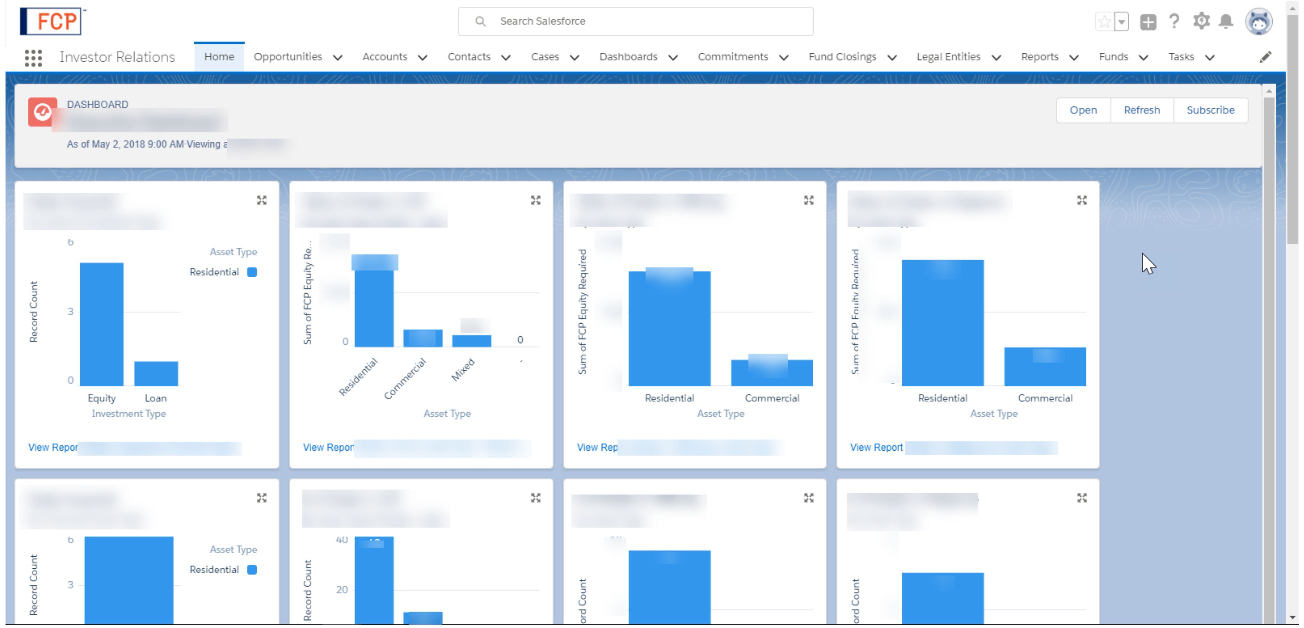

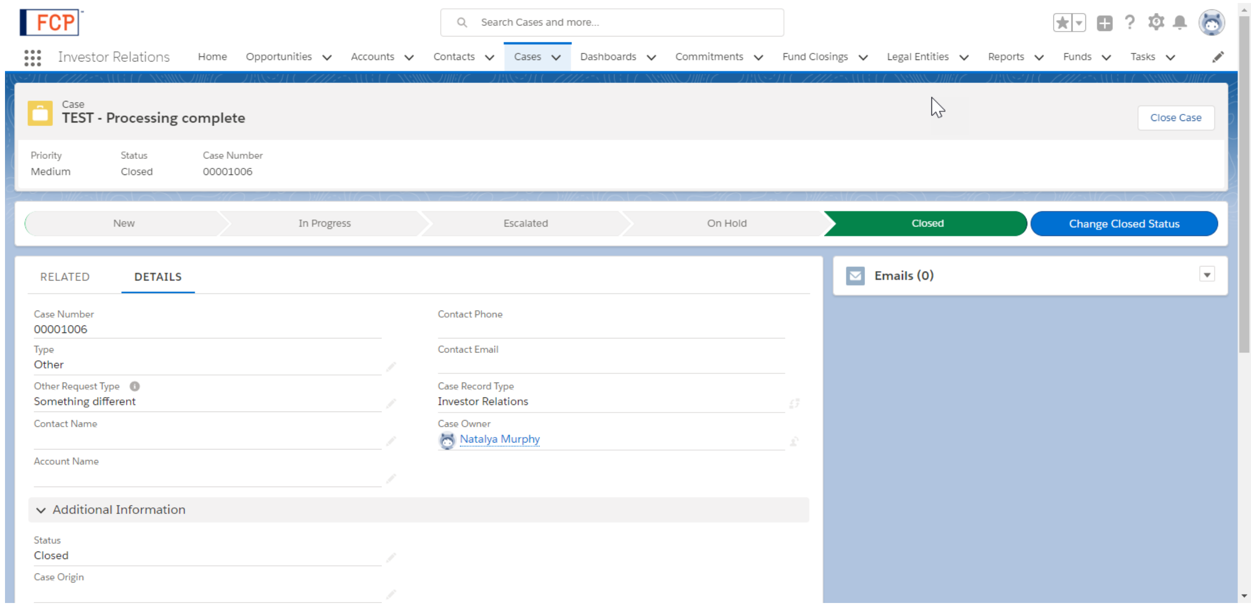

Sharing Guidelines

FCP℠

These questions are required in order for your story submission to be accepted. Please answer these questions to the best of your ability.

We will not contact the customer without reaching out to you first.

SHARING USE CASE/SCENARIO:	
Can Salesforce AEs share this story and overview slide in sales settings?	*Y*
Can Salesforce AEs mention the customer name in sales settings?	*Y*
Is this customer willing to act as a reference customer for prospects?	*Y*
Would the customer be willing to speak at Dreamforce or other events?	*N*

PARTNER INFORMATION	
Name of reference approver:	**Tim Pash**
Title of reference approver:	**SVP Salesforce and IT Services**
Email of reference approver:	**Tim.pash@higherechelon.com**

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