

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



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 - Communication, tracking and data view / analysis were minimal and potentially out-of-date during the asset acquisition process across the business pipelines, geographical markets, and asset classes.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



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 track its core fundraising functions. What they lacked was the ability to relate and log the associated activities 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



Solution Detail



MORE DETAILS

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



Screenshots of app



A screenshot of the Salesforce App Launcher interface. At the top, there is a search bar with the text "Find an app or item" and a "Visit AppExchange" button. Below the search bar, there are two main sections: "All Apps" and "All Items". The "All Apps" section features three prominent app tiles: "Investor Relations" (with the FCP logo), "Deal Management" (with the FCP logo), and "Sales Console" (with a Lightning Experience icon and the text "Lets sales reps work wi... More"). The "All Items" section is a grid of various Salesforce standard and custom objects, including Accounts, Commitments, Files, Legal Entities, Opportunities, App Launcher, Contacts, Forecasts, List Emails, Past Property Names, Approval Requests, Dashboards, Fund Closings, Macros, Quick Text, Calendar, Discover Companies, Funds, News, Reports, Cases, Duplicate Record Sets, Home, Notes, and Tasks. A sidebar on the left shows navigation options like "Deals By Asset" and "Record Count".

A screenshot of a Salesforce record page for a "Fund Closing". The page header includes the FCP logo and a navigation menu with items like "Investor Relations", "Home", "Opportunities", "Accounts", "Contacts", "Cases", "Dashboards", "Commitments", "Fund Closings", "Legal Entities", "Reports", "Funds", and "Tasks". A search bar at the top right contains the text "Search Fund Closings and more...". The record details section shows fields for "Fund Closing Name", "Fund", "Closing Date" (12/15/2017), "Created By" (/13/2018 10:58 AM), and "Last Modified By" (/13/2018 10:58 AM). To the right of the record details are two donut charts. The top chart is titled "Fund Closing Total by Commitment Amt" and shows a distribution of commitment amounts. The bottom chart is titled "Fund Closing Counts by Commitment Amt" and shows the count of records for different commitment amounts. Both charts include a "View Report" link and a "Commitment Amount" legend. The page footer shows "As of Today at 2:48 PM".

Screenshots of app



FCP Deal Management Home Accounts Contacts Opportunities Reports Dashboards

Search Opportunities and more...

Opportunity

Account Name Close Date Amount Opportunity Owner

Offering Diligence Closed Mark Stage as Complete

DETAILS ACTIVITY

Opportunity Information

Opportunity Name Stage: Offering

Account Name Reason Dead

Property Address Probability (%): 50%

Off-Market Bid Date: 2/22/2018

LOI Submitted Start Date: 2/22/2018

Priority Close Date: 3/1/2018

Contact Roles (0)

Financing Opportunities (0)

Notes (0)

Files (0)

Upload Files

Or drop files

FCP Deal Management Home Accounts Contacts Opportunities Reports Dashboards

Search Salesforce

DASHBOARD Deal Pipeline Dashboard Shows all real estate deals

Refresh Edit Subscribe

Product Type Priority Stage

Deal Pipeline by Stage

Sum of Amount

Stage: UW, Dead, Offering, Other

Deal Pipeline Details

STAGE	1 OPPORTUN...	STAGE DURA...	ACCOUNT N...	INVESTMENT...	AMOUNT	NEXT STEP	AGE
UW	43		Equity				43
UW	66		Equity			tracking	66
UW	31		Equity				31
Dead	23		Equity				130
UW	9		Structured			Follow Up wit...	9
UW	58		Equity				58
Offering	57		Equity				69
UW	26		Equity				26

Deal Pipeline by Markets

Sum of Amount

Market

Deal Pipeline by Markets

T MARKET	SUB-MARKET	STAGE	OPPORTUNIT...	ACCOUNT N...	INVESTMENT...	AMOUNT	PRODUCTY...
----------	------------	-------	---------------	--------------	---------------	--------	-------------



Screenshots of app



FCP Dashboard

Search Salesforce

Investor Relations | Home | Opportunities | Accounts | Contacts | Cases | Dashboards | Commitments | Fund Closings | Legal Entities | Reports | Funds | Tasks

DASHBOARD

As of May 2, 2018 9:00 AM Viewing

Open Refresh Subscribe

The dashboard displays four bar charts. The top-left chart shows Record Count by Investment Type (Equity, Loan). The top-right chart shows Sum of FCP Equity Required by Asset Type (Residential, Commercial). The bottom-left chart shows Record Count by Asset Type (Residential, Commercial). The bottom-right chart shows Sum of FCP Equity Remained by Asset Type (Residential, Commercial).

FCP Case Details

Search Cases and more...

Investor Relations | Home | Opportunities | Accounts | Contacts | Cases | Dashboards | Commitments | Fund Closings | Legal Entities | Reports | Funds | Tasks

Case TEST - Processing complete

Priority: Medium | Status: Closed | Case Number: 00001006

Close Case

Case Progress: New | In Progress | Escalated | On Hold | **Closed** | Change Closed Status

RELATED DETAILS

Case Number: 00001006 | Contact Phone: | Contact Email: | Other Request Type: Something different | Case Record Type: Investor Relations | Case Owner: Natalya Murphy | Account Name: | Status: Closed | Case Origin: | Additional Information: |

Emails (0)

Sharing Guidelines



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

