August Spark – Sales Cloud QuickStart Implementation

Migrating from Salesforce IQ to Sales Cloud

COMPANY OVERVIEW

August Spark (formerly known as Team JMC) is a private equity investment firm, founded in 2016, specializing in evaluating business-to-business (B2B) service companies within marketing, tech-enabled, and business services. HigherEchelon, Inc. (HE) supported the migration of August Spark's sales support environment from Salesforce IQ to the more robust Sales Cloud environment increasing capture, tracking, and reporting of business investment opportunities.

COMPANY PROFILE

LOCATION	*New Rochelle, NY*
EMPLOYEES	*10*
INDUSTRY	*Financial Services*
COMPETITOR	*Salesforce IQ, Excel, in-house manual solutions*
SOLUTION(S)	*Sales Cloud*
GO LIVE DATE:	*07/20/2018*

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CHALLENGE

- August Spark implemented Salesforce IQ to capture and track business investment opportunities.
- Salesforce IQ is no longer able to meet sales support needs due to increased business:
  - Opportunity pipeline management was conducted manually in Excel and PowerPoint.
  - Thirty-two (32) business evaluation tasks were conducted manually and not centralized.
- Capabilities to track investment activity and associated documentation were disparate and noncentralized.
- Communication, tracking and data view integration capabilities with the customer relationship management (CRM) system were unsatisfactory.
- Mobile application capabilities were unavailable.

SOLUTION

- Leverage Salesforce Sales Cloud features, within Lightning, to develop applications with tailored functionality to meet technical requirements.
- Use QuickStart implementation model to meet budget requirements.
- Use a combination of record types within standard account, contact, and opportunity objects to deliver sales pipeline tracking capabilities.
- Implement contact roles functionality with custom roles on accounts and opportunities to provide contact relationship tracking capabilities.
- Build and implement logic to auto-create stage-specific tasks upon opportunity generation to track the business investment evaluation process.
- Implement Salesforce mobile app and Lightning for Gmail.
- Develop a custom home page, dashboard, and reports with real-time visibility and tracking.
- Migrate 1,000 existing accounts and 5,550 contact data records from Salesforce IQ to Sales Cloud via Dataloader.io
- Conduct separate user and administrative training sessions to demonstrate new system and data import capabilities.

RESULTS

- Ability to visualize, track, and report in real time giving executives a 360° view of the business.
- Mobile functionality and time saving enhancements to increase staff productivity.
- Centralized location to log, track and store related details, communications, activities or documents on all business investment opportunities.
- Capabilities to automate creation of the 32 tasks required to evaluate a business investment opportunity.
  - Capabilities to track and report on completion progress of tasks.
  - Centralized document repository for key related documents such as the Letter of Intent (LOI), Nondisclosure Agreement (NDA), etc.
- Provides future enhancement and integration capabilities to solutions currently in use such as Quip.

More Detailed Info and Quantitative Results

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NOTES

- Logic was created using a combination of Process Builder and Flow to create stage-specific tasks at each stage of an opportunity. Logic was added to automatically move an opportunity to the next stage when all required tasks for the previous stage were completed.
- Prior to the implementation of this solution, August Spark was tracking, reporting, and managing a $5B annual enterprise value, national business investment opportunity pipeline via a combination of Salesforce IQ, Excel, PowerPoint and Quip. Shared visibility and activity on opportunities was fragmented and required significant manual rework on a weekly basis to provide a comprehensive view. Additionally, the management for the robust checklist of tasks requiring completion for business investment evaluation was manual and lacked real-time reporting visibility. Finally, effective mobile tools were not present for team members to manage their opportunities while frequently on the go.

- *HigherEchelon was a tremendously important part of our Salesforce onboarding process. The team took the time to learn about our firm to meet our specific needs and requirements, and worked within our budget and scope. HigherEchelon's project management was extremely well organized which made our weekly status meetings productive, and kept our project on track. The team was professional and responsive and provided excellent training and assistance with troubleshooting and support. We recommend HigherEchelon for all Salesforce implementation and look forward to working with them in the future." – Stephen Wall- Partner, August Spark*

QUANTITATIVE RESULTS IF AVAILABLE

- Migrated 1,000 Accounts and 5,583 Contact data records from Salesforce IQ via DataLoader.io.
- Automated the creation of 32 Tasks required for the completion of all future opportunities saving both time and resources from manual generation.
- Reduced the time required for manual creation of the weekly pipeline executive summary, saving 2 hours weekly.
- Four (4) internal users deployed on Sales Cloud.
- Significantly reduced the manual hours required to track their $5B annual enterprise value, national business investor pipeline in PowerPoint, saving 4 hours weekly.

Solution Detail

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MORE DETAILS	
Competitors of Salesforce engaged in sales cycle:	*No competitor identified*
Previous technology replaced by Salesforce:	*Salesforce IQ, Excel spreadsheets, PowerPoint*
Salesforce products deployed:	*Sales Cloud*
Customer Business Model (B2B, B2C, or Both)	*B2B*
Salesforce Product features:	***Sales Cloud:*** *Workflow and Approval Process, Mobile, Operational Analytics, Opportunity/Pipeline Management, Gmail Integration, Sales Console* ***Platform:*** *Process Builder, Flow, Validation Rules* ***Lightning:*** *Lightning 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	*AnyCalendar, Declarative Lookup Rollup Summary Tool, GS Lightning Partner*
Solution 'Go Live' date:	*07/20/2018*

Screenshots of app

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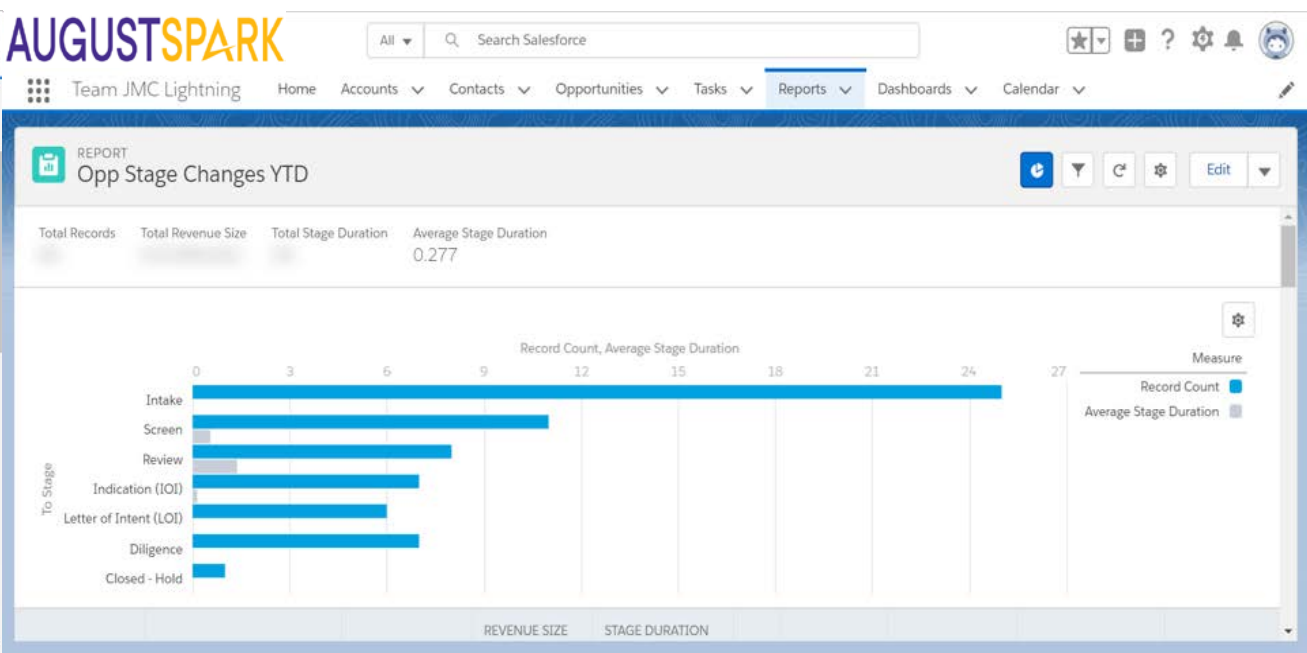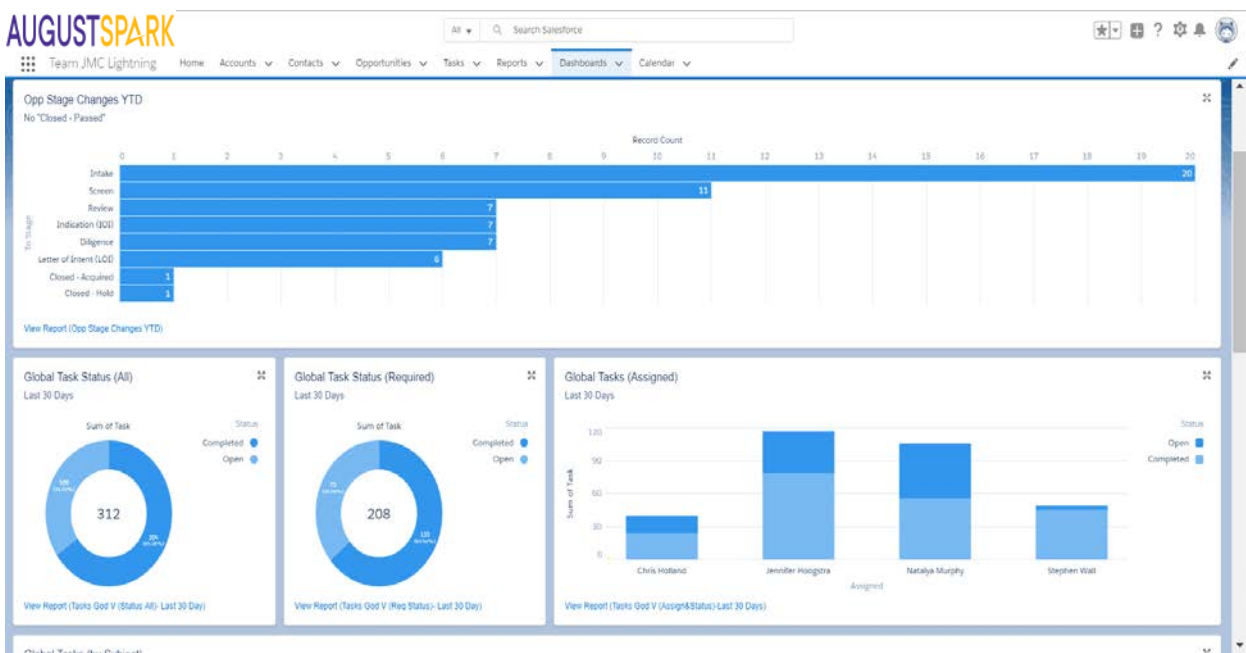# Screenshots of app

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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**
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