

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	

CHALLENGE	SOLUTION	RESULTS
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<ul style="list-style-type: none">▪ 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:<ul style="list-style-type: none">▪ 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.	<ul style="list-style-type: none">▪ 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.	<ul style="list-style-type: none">▪ 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.<ul style="list-style-type: none">▪ 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.
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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:	<i>No competitor identified</i>
Previous technology replaced by Salesforce:	<i>Salesforce IQ, Excel spreadsheets, PowerPoint</i>
Salesforce products deployed:	<i>Sales Cloud</i>
Customer Business Model (B2B, B2C, or Both)	<i>B2B</i>
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.)	<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>AnyCalendar, Declarative Lookup Rollup Summary Tool, GS Lightning Partner</i>
Solution 'Go Live' date:	<i>07/20/2018</i>



Screenshots of app

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All ▾

Search Salesforce

★ ▾

+

?

⚙

🔔

Team JMC Lightning

Home

Accounts ▾

Contacts ▾

Opportunities ▾

Tasks ▾

Reports ▾

Dashboards ▾

Calendar ▾

Opportunity

Universal Containers Acquisition

+ Follow

Edit

New Note

Delete ▾

Account Name

Close Date

Opportunity Owner

Universal Containers

10/26/2018

Natalya Murp...

Intake

Screen

Review

Indication (IOI)

Letter of Intent (L...

Diligence

Closed

✓ Mark Stage as Complete

DETAILS

ACTIVITY

CHATTER

Opportunity Name

Universal Containers Acquisition

Account Name

Universal Containers

Stage

Intake

Opportunity Owner

Natalya Murphy

NDA Received Date

Contact Roles (0)

New Task

Log a Call

New Event

Email

Create a task...

Add

Progress on Tasks

Required Tasks Remaining (Current Stage)

11

% Complete

0%

Required Tasks Closed

0

Total Required Tasks

32



Screenshots of app

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Team JMC Lightning

Home

Accounts

Contacts

Opportunities

Tasks

Reports

Dashboards

Calendar

All

Search Tasks and more...

★

+

?

⚙

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All Open Tasks

12 Items • Updated a few seconds ago

DISPLAY ORDER

Request teaser and NDA

Acquisition - Universal Containers

7/22/2018

Review, redline and sign NDA

Acquisition - Universal Containers

7/22/2018

NDA accepted from banker

Acquisition - Universal Containers

7/22/2018

Process request to banker (process letter, data room)

Acquisition - Universal Containers

7/22/2018

Receive CIM

Acquisition - Universal Containers

7/22/2018

Forward CIM and process requests to intern

Acquisition - Universal Containers

7/22/2018

Process requests and CIM logged in SF/calendar

Acquisition - Universal Containers

7/22/2018

Draft deal sheet

Acquisition - Universal Containers

7/22/2018

Deal sheet missing items requested (customer presentation, meet, sign)

Acquisition - Universal Containers

7/22/2018

Request teaser and NDA

Jul 22

EditDeleteEdit Comments

Task Information

Subject

Request teaser and NDA

Assigned To

Michael Cassidy

Due Date

7/22/2018

Name

Related To

Acquisition - Universal Containers

Opportunity Stage Name

Intake

Required

☐

Comments

Additional Information

Priority

Normal

Status

Open

Team JMC Lightning

Home

Accounts

Contacts

Opportunities

Tasks

Reports

Dashboards

Calendar

All

Search Tasks and more...

★

+

?

⚙

🔔



👤

Tasks

All Open Tasks

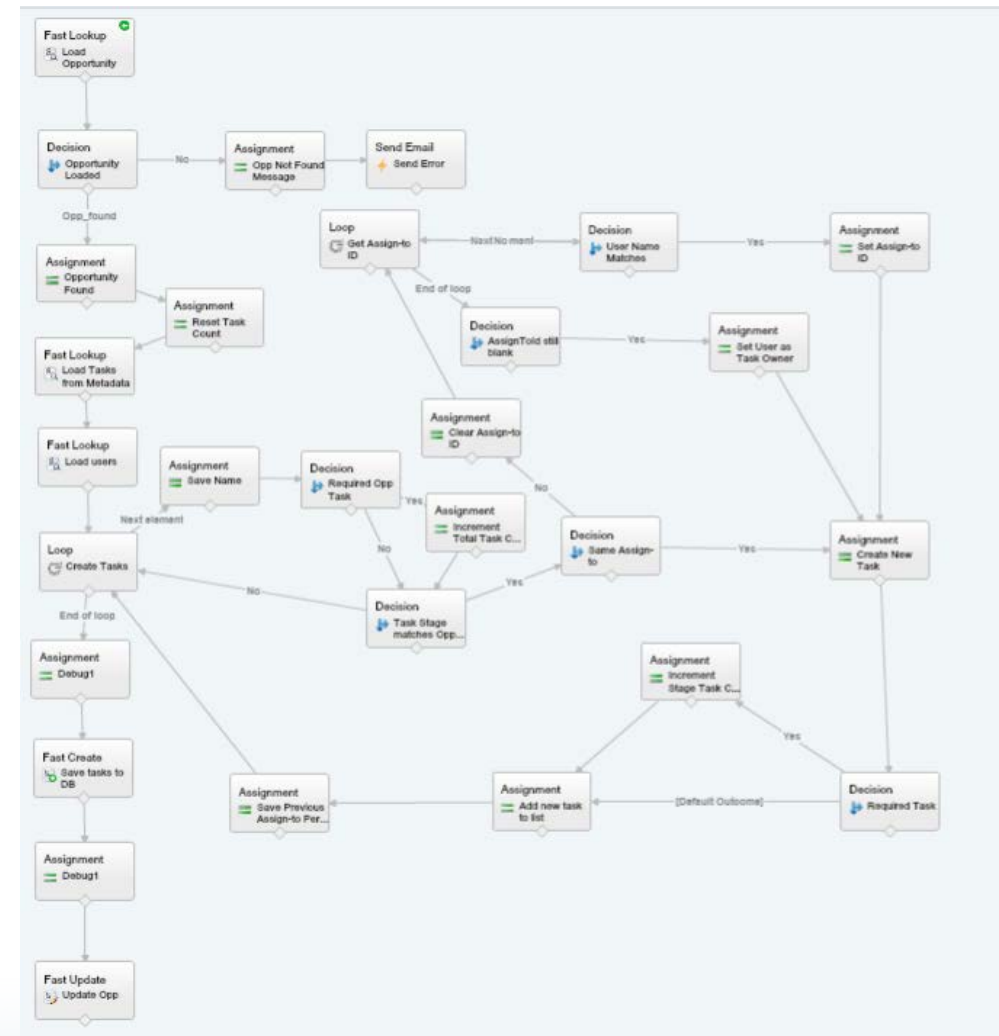
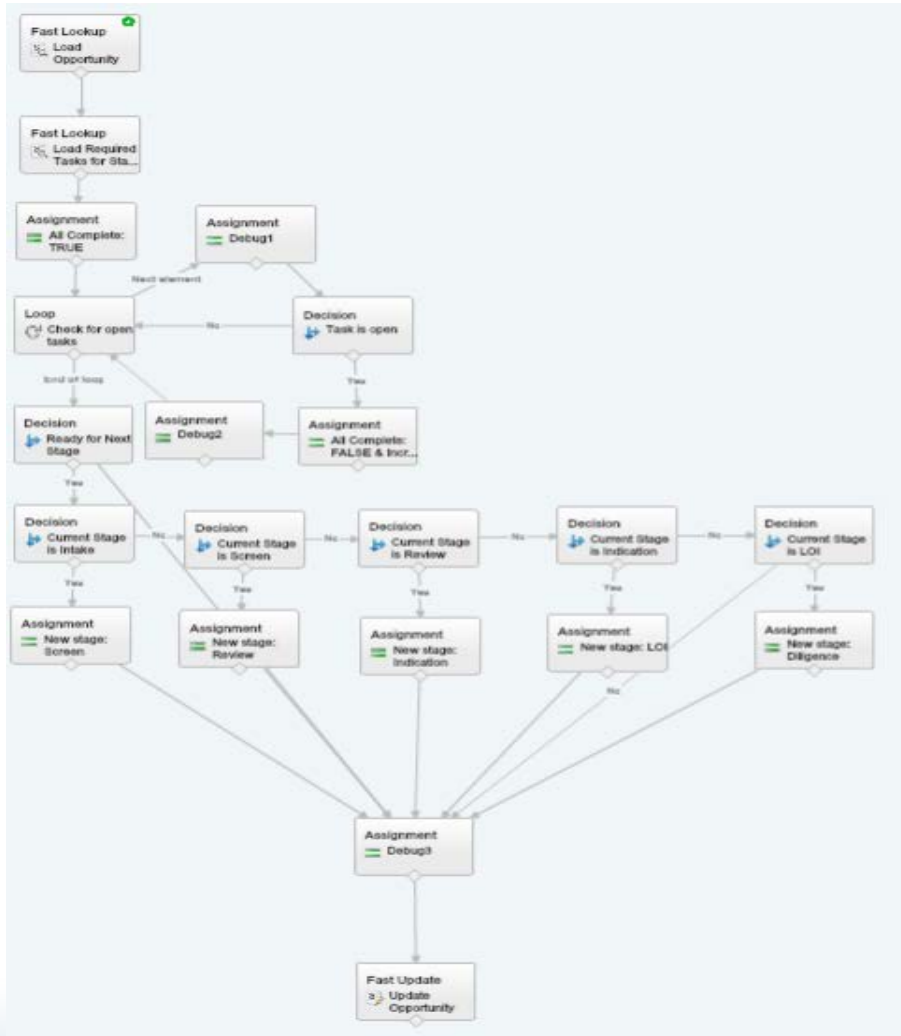
12 Items • Sorted by Display Order • Filtered by all tasks • 4 more filters applied • Updated a few seconds ago

	<input type="checkbox"/>	SUBJECT	N...	RELATED TO	DUE DATE	STATUS	ASSIGNED ALIA
1	<input type="checkbox"/>	Request teaser and NDA		Universal Containers Acquisition	7/18/2018	Open	Michael
2	<input type="checkbox"/>	Review, redline and sign NDA		Universal Containers Acquisition	7/18/2018	Open	Natalya
3	<input type="checkbox"/>	NDA accepted from banker		Universal Containers Acquisition	7/18/2018	Open	Natalya
4	<input type="checkbox"/>	Process request to banker (process letter, ...		Universal Containers Acquisition	7/18/2018	Open	Natalya
5	<input type="checkbox"/>	Receive CIM		Universal Containers Acquisition	7/18/2018	Open	Natalya
6	<input type="checkbox"/>	Forward CIM and process requests to intern		Universal Containers Acquisition	7/18/2018	Open	Natalya
7	<input type="checkbox"/>	Process requests and CIM logged in SF/ca...		Universal Containers Acquisition	7/18/2018	Open	Jennifer
8	<input type="checkbox"/>	Draft deal sheet		Universal Containers Acquisition	7/18/2018	Open	Jennifer
9	<input type="checkbox"/>	Deal sheet missing items requested (cust...		Universal Containers Acquisition	7/18/2018	Open	Natalya
10	<input type="checkbox"/>	QA deal sheet		Universal Containers Acquisition	7/18/2018	Open	Natalya
11	<input type="checkbox"/>	Complete deal sheet		Universal Containers Acquisition	7/18/2018	Open	Jennifer
12	<input type="checkbox"/>	Add deal sheet to weekly pipeline report		Universal Containers Acquisition	7/18/2018	Open	Natalya



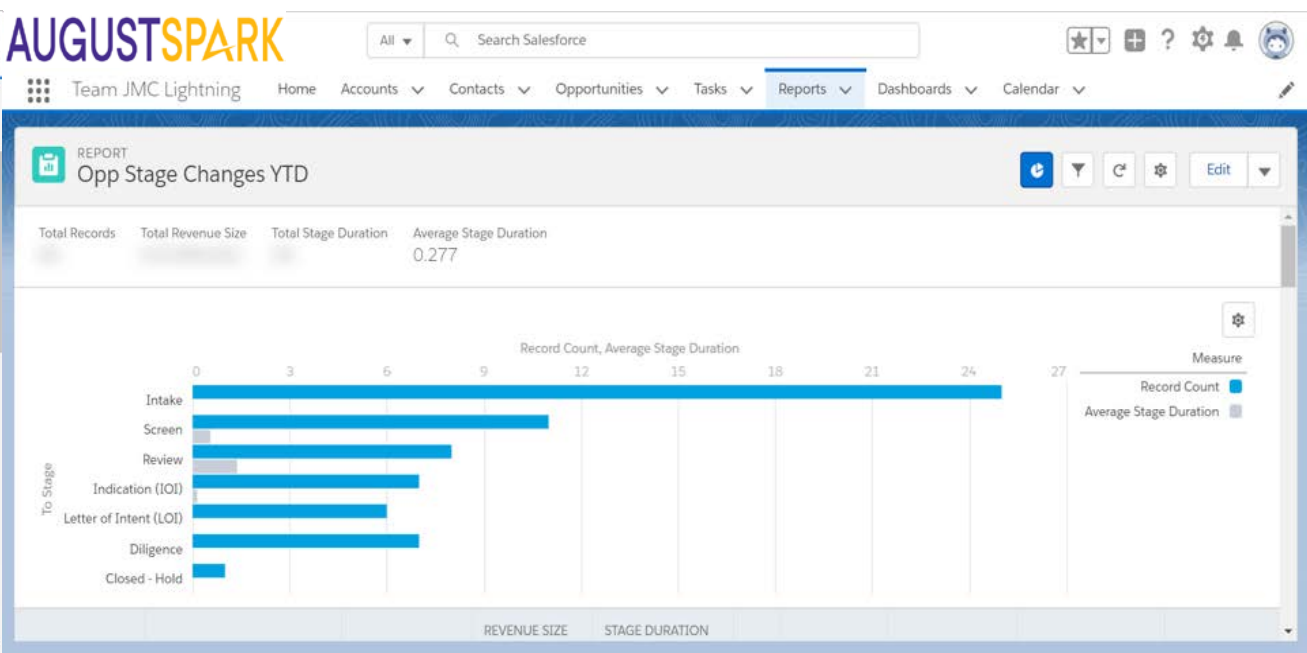
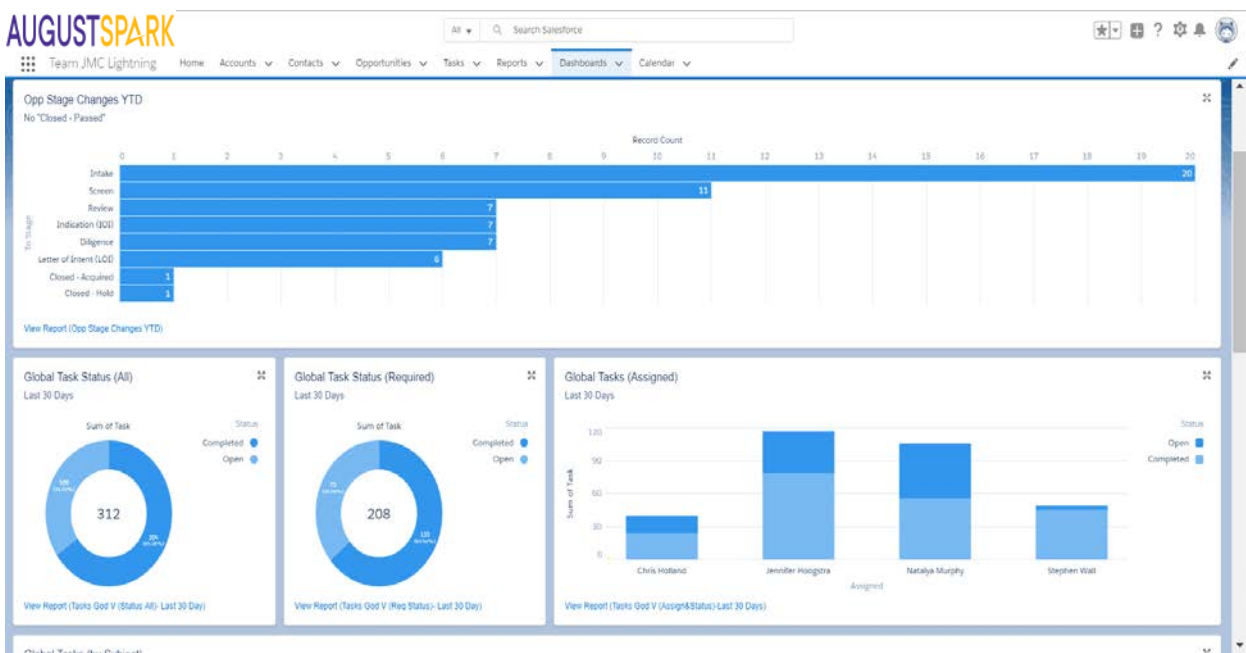
Screenshots of app

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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
Title of reference approver:	SVP Salesforce and IT Services
Email of reference approver:	Tim.pash@higherechelon.com

