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**A PRAGMATIC
APPROACH
TO DRIVING
BUSINESS
VALUE**

DOINA POPA,
FOUNDER AND CEO

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InnoTrue

A PRAGMATIC APPROACH TO DRIVING BUSINESS VALUE

By Royce D'Souza

There is a revolution going on in the world of entrepreneurship. Women are creating ripples in the entrepreneurial race. According to the latest State of Women-Owned Businesses Report, women-owned firms now makeup to 30 per cent of all businesses in the U.S. and are responsible for generating about 1.5 trillion dollars in revenue. Today, there are numerous startups led by women with strong business acumen and effective leadership skills, which are aiming to be at the top of the list of successful enterprises. One such firm is Germany-based InnoTrue, a Salesforce consulting partner, which helps businesses innovate

and transform their processes, optimise their investment in technology, build scalable and robust solutions and products, and run digital operations seamlessly.

Established in 2019, InnoTrue is currently the only Salesforce partner worldwide to be founded and run by a woman certified technical architect, Doina Popa. Having graduated with a degree in Computer Science, Doina started her journey in the realm of technology, two decades ago. Driven by her deep interest in entrepreneurship and innovation, she later pursued an Executive MBA in "Innovation and Business Creation" at the Technical University of Munich in Germany, followed by an



With over 65 Salesforce certifications, our experts make sure our customers' solutions are aligned to best practices, scalable, and fit perfectly in their digital landscape



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Executive Degree in “Management and Leadership” from the MIT Sloan School of Management in Boston, United States. Her pursuit for continuous learning does not stop there. Over the years, Doina acquired 18 Salesforce certifications and became a Salesforce Certified Technical Architect—the first woman to have achieved this credential outside the United States. Doina has worked with various companies to create robust software products and solutions, leveraging her Salesforce expertise. Utilising her strong business acumen and broad experience (as a former CIO at Barclays, CTO at Capgemini, Senior Strategic Advisor at Salesforce), Doina embarked on a mission to empower organisations in their digital journey.

“During my tenure, I realised that there is often a misalignment between the technology and solutions implemented by companies and their strategic business direction. There is a big gap in the middle, and we decided to address that in a pragmatic way, to help our customers transform and innovate while aligning to their business goals,” says Doina, founder and CEO, InnoTrue.

Triumph over Adversities

According to Doina, enterprises today are aiming to get closer to their customers, regardless of whether they are from the B2B or B2C space. They want to understand their customers at a personal level and to offer them real value. For instance, when it comes to the retail space, some of the most significant aspects brands are curious about are the customers’ purchasing preferences and drivers. If we think of manufacturing companies, they need to streamline their supply chains and distribution lines, creating higher levels of visibility and

efficiencies, from the initial conversation to reaching the end customer.

This is precisely where InnoTrue plays its part, enabling clients to innovate and transform their processes and run their digital operations. With extensive expertise in implementing Salesforce, SAP and high-quality custom software solutions, InnoTrue ensures smooth sailing for companies of all sizes.

“Another aspect enterprises seek our help for are mergers and acquisitions or divestitures,” informs Doina. Companies either grow organically or through acquisitions, which often requires the reinvention of their processes and technological infrastructure. Their technology needs to complement and sustain the growth of the company. On the other hand, other enterprises might decide to divest parts of their business, and technology is a big of that process too, nowadays. InnoTrue leverages its unique capabilities in helping enterprises transition to new and innovative technologies. The company advises its customers on long-term strategies, helping them prioritise their initiatives, and then execute them pragmatically, so they can achieve their immediate goals while also realising their bigger vision. “With over 65 Salesforce certifications and numerous Architect certifications, our experts make sure our customers’ solutions are aligned to best practices, are scalable and fit perfectly in their digital landscape,” she adds.

InnoTrue’s Business Acumen

The business and transformation advisory as well as the integration and solution implementation services delivered by InnoTrue range across multiple industries, including financial services, manufacturing, high-tech, healthcare and medical



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services, retail and consumer goods. To help the businesses in these sectors form meaningful relationships with their customers, InnoTrue provides robust customer collaboration and relationship management solutions, covering the entire lead to revenue process as well as data and analytics solutions for driving the relevant business insights.

These capabilities, combined with the solutions for service management and e-commerce, make InnoTrue a reliable partner for its clients, helping them achieve a 360-degree understanding of their customers and to provide a positive brand engagement experience. “We go the full length of the spectrum—from having business conversations with the client, to strategic planning and to execution without overhead,” asserts Doina. At its core, InnoTrue is a synergy of top business, leadership, and technology expertise, which is an exceptional combination for a boutique consulting company that is making significant strides in the Salesforce landscape. The company ensures lean and fast execution; it can adapt seamlessly to customer needs and integrate solutions in a scalable and reliable way.

Today, businesses spanning across multiple industries, from Financial services to Healthcare, realize significant business benefits from the collaboration with InnoTrue, ensuring success in their digital transformations. An example of successful collaboration is the leading European Center for Innovation and Business Creation, UnternehmerTUM, an organization that is creating value for good by fostering startups to drive innovation and by empowering people through education. Running numerous programs with multiple teams, UnternehmerTUM provides outstanding, hands-on entrepreneurship training by incubating technology-based startup teams and by giving access to prototyping infrastructure. By leveraging the Salesforce solution, over 20 program teams at UnternehmerTUM collaborate, share relevant information, and have meaningful interactions with their business partners.

“The partnership between InnoTrue and UnternehmerTUM focuses on multiple aspects: gaining a deeper understanding of the very diverse business initiatives of UnternehmerTUM, identifying a common process layer, while also surfacing the

differences and specific needs of each team,” explains Doina. Referring to collaboration with InnoTrue, Lea Grass, Product Manager at UnternehmerTUM, states, “InnoTrue advised and supported us in refining our company’s vision of Salesforce and improving adoption issues after implementing the system. From InnoTrue, we got 360-degree feedback, with support on defining the implementation strategy, including pragmatic instructions for implementation.”

An Open-minded, Inclusive Culture that Fosters Success

Scripting success stories, InnoTrue is making its presence known across multiple segments in the Salesforce marketplace, while also distinguishing itself through its firm belief in open-mindedness and fostering an inclusive workplace culture that promotes diversity. Bearing testament to InnoTrue and its employees’ commitment and dedication are numerous awards and industry nominations. In 2015, Doina was recognised as the Salesforce.com Woman of the Month, and in 2016, she was acknowledged as Salesforce.com Peak Performer FY16: Top EMEA Advisory Services. More recently, in 2018, Doina was nominated for the “CTO of the Year” at “Women in I.T. Awards.”

A Promising Future

Guided by Doina’s vision, the next step of InnoTrue is to combine the capabilities of the Salesforce platform to serve business processes with robotic process automation (RPA) capabilities and augment their operations. The company also aims to embed artificial intelligence (AI) into business contexts and to drive more value through better insights and predictive capabilities for its customers. InnoTrue is also looking to expand its delivery portfolio into eCommerce technologies. With an existing strong base in the UK, Germany, Belgium, Spain, Portugal, and Romania, InnoTrue is seeking to expand its presence to Switzerland, Italy, and the Nordics. “We aim to continue providing exceptional transformation services in Europe and the U.S. We also plan to diversify technologically by adding more capabilities,” Doina summarizes. **CA**

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The annual listing of 10 companies that are at the forefront of providing Salesforce solutions and transforming businesses