



SEARCH DISCOVERY

# SALESFORCE EINSTEIN SERVICES



# SEARCH DISCOVERY OVERVIEW





Every business is a  
**data business.**

A butterfly with a grid pattern on its wings, symbolizing data transformation. The butterfly is positioned in the upper right quadrant of the image, with its wings spread. The background is a teal color with a geometric pattern of overlapping triangles. The text "Search Discovery is a data transformation company." is overlaid on the image. The words "Search Discovery is a" and "company." are in white, while "data transformation" is in a bold, dark teal color.

Search Discovery is a  
**data transformation** company.



Search Discovery is a  
**data transformation**  
business.



We identify  
achievable,  
**executable strategies**



We deliver  
**clear, measurable  
business impact**



We bring a  
**capacity-building  
approach**

# Our integrated capabilities help activate and apply your data



## STRATEGY

- Assessment + Auditing
- Customer Journey Mapping
- Capabilities Roadmapping
- Organization Design
- Operating Model and Governance
- Change Management

## DEVELOPMENT + ENGINEERING

- Data Integration and Automation
- Platform and Tool Implementation
- Custom Application
- Proprietary Tools and Accelerators

## DATA SCIENCE + AI

- Data Modeling and Design
- Intelligent Segmentation
- Attribution Modeling
- Applied Machine Learning

## ANALYTICS

- Measurement strategy and framework
- KPI Definition
- Hypothesis Development
- Data Visualization and Reporting
- Customer and Program Insights
- Data Literacy Training

## OPTIMIZATION

- Experience Optimization Programs
- Targeting Programs
- Personalization Programs
- Conversion Rate Optimization

## CUSTOMER ACTIVATION

- SEO + SEM
- Paid Media and Display
- Sales Effectiveness
- Lead Performance

## CONSUMER PRODUCTS & RETAIL



MICHAEL KORS



vineyard vines



BARNEYS  
NEW YORK



GameStop

## HEALTHCARE



HCA

Hospital Corporation of America®



UPMC  
LIFE CHANGING MEDICINE



SWANSON  
Health Products

## TRAVEL & HOSPITALITY



RESERVATIONS.COM



SENTIENTJET



PEAK  
RESORTS

## TECHNOLOGY & TELECOM



pitney bowes



1Password



redhat

## FINANCIAL SERVICES



Springleaf



BANDON RIVER  
CAPITAL



TaxSlayer®

CHASE

RAMSEY  
SOLUTIONS

## OTHER BRANDS



JOHN DEERE



Steelcase

LENNAR®

ASHTON WOODS

LIFETIME  
FITNESS



# How We Work with Salesforce



# SALESFORCE EXPERIENCE & EXPERTISE



# Moving Forward Together ...



## PRE-SALES & DISCOVERY

- Co-Selling Strategic & Tactical Support
- Online Mini-Workshops / Webinars
- “Art of the Possible” Executive Onsite Workshops

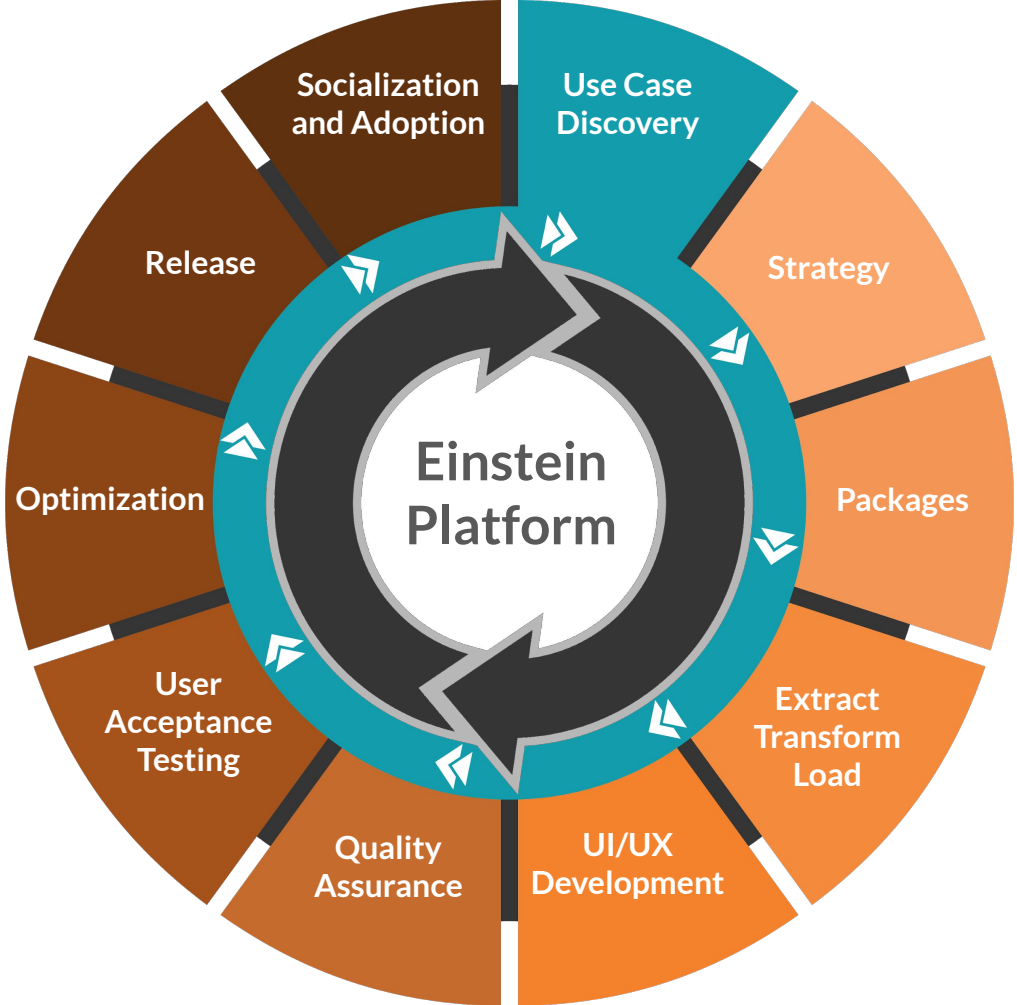
## SALES ACCELERATOR SERVICES

- Einstein / Tableau Integration POC
- EA: Assessment + Dataflow + Dashboard
- ED: Assessment + Predictive Model + Value Playbook
- Einstein JumpStart Delivery in partnership with SF PS

## DEPLOYMENT & OPTIMIZATION

- Fully Customized Einstein Implementation Projects
- EWS - Adoption Accelerators
- Red Account Strategy & Course Correction

# It's all about the Use Case





# SEARCH DISCOVERY