



INTRODUCING *TECHMAP*: TECHNICAL ASSESSMENT & OPTIMIZATION ADVISORY WORKSHOP

Cloud Pathfinder Consulting offers our TechMap technology advisory services to help manufacturing companies like yours ensure your Salesforce implementation (and the rest of your tech stack) is optimized and ready to help you achieve your business goals.

The number of technical tools available to help you run and grow your business is staggering, and it's easy to end up with solutions that aren't right for you — or that don't work as expected.

We help you avoid this frustrating scenario with a thorough assessment of both your Salesforce implementation and the surrounding tech set — complete with detailed recommendations for how to optimize and improve your system. Our goal is to help you map and create a sales, marketing, and customer service technology base you can trust to support your short-term goals and build on to power your long-term growth and success.

YOU KNOW WHERE YOU WANT YOUR MANUFACTURING BUSINESS TO GO. WE KNOW HOW TO MAKE SURE YOUR SALESFORCE SOLUTION IS READY TO GET YOU THERE.

Cloud Pathfinder Consulting's *TechMap* service helps you evaluate your manufacturing business's tech stack and Salesforce implementation to:



Apply proven best practices



Spot technical faults



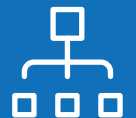
Eliminate unnecessary & redundant tools



Optimize for maximum performance, value, and ROI



Integrate core legacy systems with modern solutions



Plan and build a scalable technology foundation to enable smart decisions and support long-term growth

TECHMAP PROJECT SPOTLIGHT

We recently worked with one of our long term manufacturing clients to streamline their tech stack and optimize Salesforce to support their current and future business needs. The company is a large packaging manufacturing conglomerate. Following a series of acquisitions, they ran into trouble trying to merge multiple businesses with very different processes and tech sets.

TechMap was exactly what they needed to identify critical tools and processes and figure out how to optimize Salesforce and their other technical tools to support their business priorities and successfully merge their operations.

We provided strategic advice on:

- Techset strategy
- Dealing with legacy systems
- Leveraging SF across multiple organizations
- Identifying critical tools, processes & integrations
- Optimizing SF to support business priorities
- Best practices for using SF to support manufacturing operations

TECHMAP PROCESS DETAILS

Our *TechMap* advisory team guides you through a strategic technical assessment process designed to reduce risk, maximize value, and power operational excellence. We focus on understanding your pain points and goals and providing recommendations to optimize your Salesforce implementation and associated tech stack to solve your problems and get the results you need.

1 DISCOVERY

- ▶ Define key business pain points and desired outcomes across business lines (not just sales & marketing)
- ▶ Identify the best technical solutions to achieve your goals & maximize business value

2 ANALYSIS

- ▶ Comprehensive evaluation of existing Salesforce implementation including user roles, Visualforce pages, integrations, automations, customization, and admin configuration.
- ▶ Data management assessment to check for duplicates and other data quality issues.
- ▶ Tech stack appraisal to identify opportunities to streamline and consolidate tools

3 TECHMAP RECOMMENDATIONS

- ▶ Provide detailed and actionable recommendations for how to improve your system & create a technology base that supports your goals.
Recommendations include:
 - Technical Fault Corrections & Configuration Improvements
 - Workflow Implementation, Automation & Simplification
 - Data Quality Management Best Practices
 - Streamlined Tech Stack Suggestions
 - Salesforce Products, Features, Functionality & Integrations
 - Development Work Required to Optimize Tech Stack
 - Deployment Timeline, Total Cost, and Cost Benefit Analysis

4 GROWTH ASSESSMENT

- ▶ Evaluate storage capacity & scalability of technical solutions
- ▶ Suggestions to optimize your tech stack for long-term growth

Time Required from You

- ▶ Time requirement varies based on tech stack complexity
- ▶ Minimum 6 - 10 hours of key stakeholder engagement

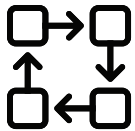
Key Stakeholders

- ▶ VP Sales, COO, CIO, CTO, CMO, CFO, CRO, Customer Service & Channel Sales Teams, Product Leads
- ▶ We **encourage** you to bring along business experts & power users!

Cost

- ▶ Starts at \$4500
- ▶ Cost varies based on tech stack complexity

TECHMAP OUTCOMES FOR MANUFACTURING COMPANIES



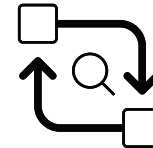
Streamlined tech stack with no fluff — just the tools you need to get the job done



Fit-for-purpose Salesforce implementation ready to address your challenges



Maximum ROI from your Salesforce investment



Clear connection between business objectives and supporting tools



Optimized technical foundation to support your business goals

WHY CPC

Our team's military background influences how we approach all client challenges, and our deep manufacturing expertise means we understand the nuances, challenges, and language of the industry. We're committed to precision execution, outstanding customer support, and helping our clients build a **TechMap** to power long-term growth and success.



Contact Jud Price at jud@cloudpathfinderconsulting.com for more information.

