



## Utilizing Community Portal for Better Grant Management

### About the Client

This organization in the public sector helps new, expanding, and relocating businesses access markets and business resources for a city in Canada.

### Challenges

The organization needed a solution to improve their **standardization and scalability across the organization** with the ability to collect and visualize key data that was being collected manually. In addition, a portal was required to manage their entire grant process. They chose Breema to launch a Salesforce CRM and portal to achieve these goals.

### Solutions

Breema worked closely with the client to identify existing processes that could be automated and made more efficient by using Salesforce as a centralized platform. Breema implemented a suite of applications to control data visibility, guide user experience within each application, and present relevant key performance indicators (KPI) and analytics to respective users across each application. Additionally, multiple points of automation and logic were built into the applications to support data quality and simplify numerous manual tasks.

Breema created a business community portal for connecting grants with businesses and investors. This **simplified the grant application process** and provided **direct visibility to the businesses** about available opportunities and the statuses of their current grant applications.

### Results

- Improved process efficiency
- Standardization and a centralized data location boosted team productivity
- Better grant management



## Results (continue)

- An externally accessible portal made it easier for stakeholders to manage grants
- Increased visibility for investors
- Improved ability to track available land made it easier to connect investors to opportunities