

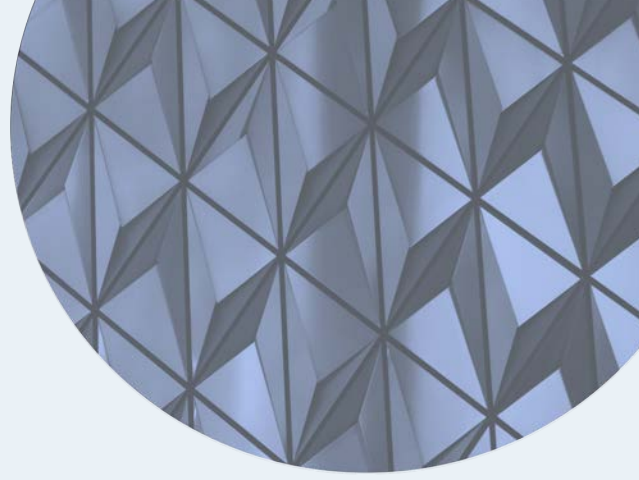


AN EBOOK BY  
THECODERY

# Salesforce PDO Quick Guide

*How to Find and Select a Product Development  
Outsourcing (PDO) Firm to Help Your Business Succeed on  
the Salesforce AppExchange*

# What Is Product Development Outsourcing?



## In short, Product Development Outsourcing (PDO) is:

*the process of engaging a highly skilled third party to assist your firm with building new products or services in order to save the time, money, and labor that would be wasted by building the products or services internally*

With the increase in competition globally, companies must find creative and cost-effective strategies to deliver high quality, customer-centric offerings with the shortest time-to-market possible. A PDO firm can assist clients with such a task.

### Specialized Skills

PDO firms specialize in creating new products, so they are constantly developing new, more efficient methodologies and best practices that they, in turn, bring to bear on future projects. This in turn, saves you the high costs of learning (and potentially failing at) these new skills.

Additionally, many PDO firms tend to specialize in a particular software platform, like Salesforce, which helps them deliver a level of expertise that many generalists or internal IT teams find hard to match.

### Powerful Products

The results are scalable, stable, and highly functional products that streamline some aspect of a business or or improve customer experience.

Since these products were designed with your business and customers' needs in mind, they should also be easily integrated with your existing processes by the PDO firm.

Over time, a PDO firm can help you gather feedback from market and user to determine improvements and upgrades that will not only increase your product's longevity but potentially open new markets that would benefit from its features.

But how do you find the right PDO firm for you?

# Why Hire a Certified Salesforce PDO?

It's safe to assume that if you're reading this, you have a killer idea for an AppExchange app or you see the value being created in the AppExchange and want to create a new revenue stream. Whether your idea is focused on your customer base (to grow your firm's revenue), or it might be an internal app (to help streamline business processes), hiring a certified Salesforce Product Development Outsourcer is key to ensuring you minimize costs and time while maximizing the likelihood of a successful product launch and lifecycle.

Certified Salesforce PDOs are also Salesforce Consulting Partners. As part of the Salesforce Consulting Partner Program, PDOs develop expertise around specific business functions, product areas, and industries so they can best serve their customers, differentiate practices, and grow a profitable business.

Other areas where Salesforce PDOs can add value beyond development include:



## **"Pressure Testing" Your Product Idea**

Not only can PDOs build the product for you, but they can also "pressure test" your product concept through a robust discovery process from the outset to ensure a product-market fit to yield the results you want.



## **Leveraging Salesforce App Lifecycle Expertise**

PDOs have expertise in the complete application development lifecycle from defining a minimal viable product (MVP) and UX Design to release management, security, training and more.



## **Guiding You Through the Independent Software Vendor (ISV) Application Process**

Becoming a Salesforce app provider is a very laborious process. The Security Review is complex, and preparation can be arduous. An experienced PDO will guide and support you every step of the way.



# Selecting a Certified Salesforce PDO

Now that you've decided to use a Certified Salesforce PDO, it's time to hire one! Selecting a Salesforce PDO can be challenging as it requires a series of interviews to ensure you understand the full scope of services the firm offers while also trying to evaluate their depth of expertise.

To streamline the process, you need to ask the right questions up front, or you could end up hiring a firm that is not the right fit. The below questions can help guide you through the decision-making process and find the right partner for you.

1. What is the current status of your Salesforce certification?
2. Can you give me examples of other apps you have built for the AppExchange?
3. How do you identify and prioritize the highest market value features in a product to develop first?
4. How do you incorporate design thinking into your development process?
5. How do you approach User Experience (UX) Design?
6. Do you do end-to-end application prototyping, and if so, can you describe it?
7. Do you offer full-service quality assurance (QA) testing?
8. How do you minimize the number of failures or issues raised during the security review process?
9. What are your success criteria for the work to be done and how do you define what 'being done' entails?
10. What techniques do you employ to accelerate time to market for my product?

A reputable PDO should be able to answer these questions with ease. If they cannot or seem to avoid responding, you'll know that's a red flag!

# Why Use theCodery as Your Salesforce PDO?

theCodery builds Salesforce products that delight customers through better self-service, automation, integration, and deeper engagement in the Sales, Service, and Experience Clouds. And our extensive experience includes:

**90+**

*AppExchange Ready  
Products Delivered*

**17**

*Average Years of Experience  
Building Business Apps*

**6**

*Average Number of Salesforce  
Certifications Per Consultant*

Let theCodery's team of business and development experts, help you

- **Build a Successful Business Model**

with a custom product natively built on the Salesforce platform

- **Drive Customer Adoption**

with a seamless customer experience that scales with you

- **Avoid Costly Mistakes**

with scalable, tested architecture patterns that perform in any Salesforce org

- **Accelerate Time-to-Market**

thanks to our deep experience in navigating the entire Salesforce ecosystem

- **Pass Security Review**

since all our code is **GUARANTEED** to do just that

- **Grow Your Revenue**

as we help you uncover market gaps, deliver the greatest value, and optimize ROI, in a highly saturated and competitive marketplace

# Begin Your AppExchange Journey Today!



We have all 5-star reviews on the Salesforce AppExchange from clients like these



because they have seen a reduced time-to-market, lower product development costs, and a seamless customer experience in our end products.

## So, what are you waiting for?

### Ready to delight your users and grow your revenue?

We can help you do just that! Our team of certified Salesforce PDO experts are waiting to help you design, develop, and launch your next AppExchange app!

**Click Here  
to Contact Us!**



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