Pexlify
A Merkle Company

AT A GLANCE
Industry Focus:
- Financial Services
- Hi-Tech & Manufacturing
- Pharma & Life Sciences
- Hospitality & Retail

Product Focus:
- Sales Cloud
- Service Cloud
- Experience Cloud
- Financial Service Cloud
- Field Service Lightning
- CPQ

B2B or B2C Experience:
- B2B & B2C

Market Segment:
- CBU, EBU, MM

Financial Service Cloud:
- Implemented FSC into a leading Building Society allowing brokers & managers to build deeply personalised relationships with their customers and support them throughout the customer lifecycle.

Quick Starts:
- Sales Cloud QS
- Service Cloud QS

Product Suite:
- Leaptree SPM Platform
  Apps includes:
  - Incentivize (Compensation Mgmt)
  - Optimize (QA Scorescards)
  - Mobilize (Compensation Portal)
  - Analyze (AI engine)

Accelerators:
- Financial Service
  - (Advanced Insurance CPQ)
- Customer Onboarding - Uses Salesforce Communities/Portals to improve customer experience. Simplifies the application process for loans, pensions, Investments, mortgages, insurance & more.
- Customer Service - Collaboration Accelerator includes joint document collaboration, online web and video chat functionality & more.
- KYC/AML Accelerator - Captures different customer documents and integrates into multiple credit bureaus such as CreditSafe, Equifax, Experian, Callcredit
- Lightning Migration Framework

Value Proposition & Differentiators
PEXLIFY AT A GLANCE
Certified Consultants & Certifications

Overview
- UKI Employee Count: 100+
- Go Lives YTD - 25+
- Salesforce.Org Registered Partner

Cloud Certifications
- Sales Cloud: 31
- Service Cloud: 23
- Experience Cloud: 19
- Marketing Cloud: 5
- Marketing Email Specialist: 9
- Marketing Social Specialist: 1
- Field Service Lightning: 10
- CPQ: 7
- Commerce Cloud B2B: 2
- Pardot: 4
- B2B Solution Architect: 1
- Tableau CRM & Einstein Discovery Consultant: 4

Selected Development Certifications
- Admin: 87
- Platform Dev 1: 58
- Platform App Builder: 33
- Platform Dev II: 26
- Adv Admin: 18
- Sharing & Visibility Designer: 27
- Data Architecture & Mgmt: 14
- Dev Life-cycle & Deployment: 16
- Integration Architecture Designer: 12
- Certified System Architect: 9
- Pardot Specialist: 2
- Mulesoft: 5
- Marketing Cloud Dev: 1
- UX Designer: 2
A trusted partner able to advise, empower, and scale with our clients.

Pexlify has proven experiences, methodologies, tools, and processes to plan, govern, manage, and control digital transformation programs for our clients.
# PEXLIFY AT A GLANCE

Recent Customer Projects & Success

<table>
<thead>
<tr>
<th>Sales</th>
<th>Service (&amp; FSL)</th>
<th>Marketing</th>
<th>Community &amp; CPQ</th>
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<tbody>
<tr>
<td>Amazon</td>
<td>AVIVA</td>
<td>RTE</td>
<td>Allianz Care</td>
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