



# Innovation Through Partnership

Expert Salesforce Consulting since 2005

## Introducing Westbrook

Westbrook International, a Salesforce professional services partner, has been transforming clients' business performance through innovative solutions based on the Salesforce Customer 360 platform since 2005.

Privately owned with equity investment from Salesforce Ventures, Westbrook delivers Salesforce implementations using its proprietary Wisdom methodology - a bespoke unique mixture of Agile and Waterfall delivery.

Westbrook promotes a "trusted advisor" approach to projects providing not only technical guidance, but longer-term roadmap and governance direction. This is particularly useful where clients are first time users of the Salesforce Platform or have experienced teams that need additional specialist qualified expertise.

## Maximising the success of Customers' Salesforce projects

Westbrook consults, designs, builds, implements and supports the Salesforce platform in:

- Sales
- Service
- Marketing (B2B & B2C)
- Experience Communities
- Integration

Westbrook specialises in critical functionality in each cloud:

- **Sales Enablement** for Sales
- **Configure Price & Quote (CPQ)** for Sales and Service
- **Field Service Maintenance** for Service
- **Account Based Engagement** for Marketing
- **Membership** for Experience Communities



## Who We Are

- **Westbrook has been implementing successful Salesforce projects since 2005.**
- We have a dedicated project team throughout programme lifecycle - a UK based implementation team with proven global reach and experience.
- **A customer centric approach, working in partnership with you and supported by our knowledge, experience and skills = 60% of our income comes from returning customers.**
- Our highly skilled team of industry experts have deep knowledge in specific verticals and all key aspects of the Salesforce Customer 360 platform, delivering transformational technology solutions to complex business challenges.
- **With the depth of experience to ensure your defined business benefits are realised, we partner with global best-of-breed solutions for complementary capabilities.**
- Our Salesforce expertise is proven through our delivery record and the quality of our people.



## Innovation Through Partnership

The Westbrook team of highly skilled industry experts partner with the best Salesforce ISVs to deliver transformational technology solutions to business challenges.

After gaining a deep understanding of your business challenges and technology pain points, Westbrook accelerates your time to value with a specialised solution that incorporates the best-of-breed partner applications.

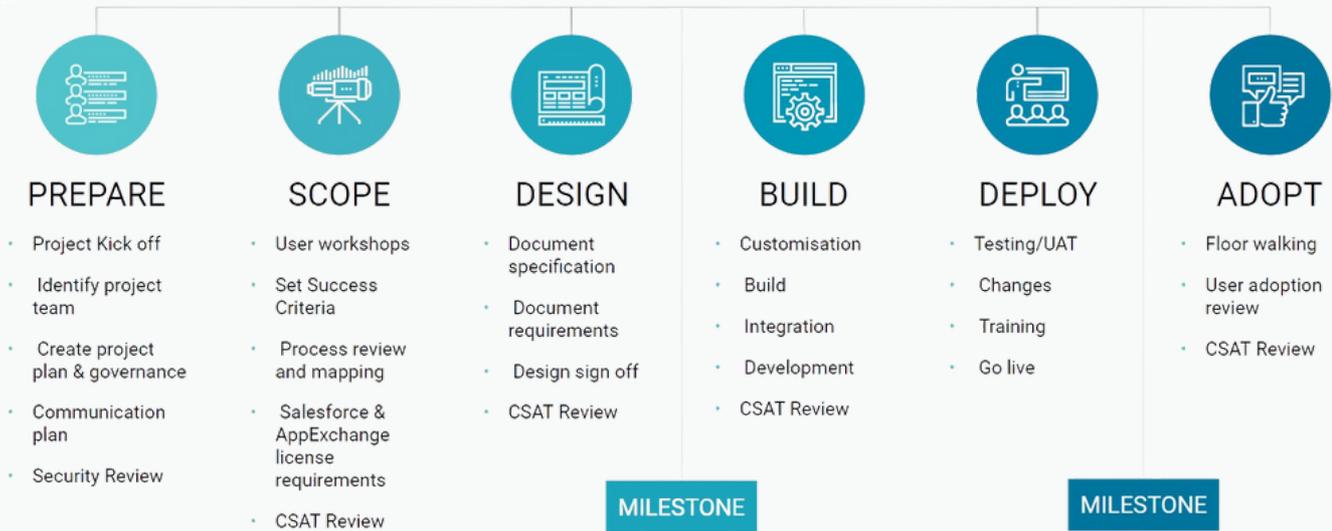
This partner-centric approach extends the power of Salesforce Customer 360 with a solution custom-fit for your needs.

## How we do it

# Westbrook Wisdom™

Westbrook Wisdom is our proprietary implementation approach that takes your business solution from ideas through to deployment and adoption, and ongoing support.

Each tailored delivery provides the basis for you to build a clear business case for Salesforce – helping you get the most out of your investment. Each stage is carefully designed to ensure delivery is implemented on time, on budget and with well-managed risk.



## Westbrook Solution Areas



**Field Services** - Deploy a modern cloud-based field service solution. Improve efficiency, manage your inventory better, lower your total cost to serve and, most critically, improve your customer satisfaction scores.



**CRM** - With the leading CRM solutions from Salesforce we will bridge the gap between your organisation and your customers.



**Marketing** - Increase your efficiency and maximize business results B2B or B2C solutions that enable you to create your pipeline, leverage personalisation, and close deals more effectively than ever before.



**Integration** - Our skilled team partners with you to seamlessly integrate, develop and deploy apps and solutions that transform your business processes and deliver results, regardless of your legacy platform.



**Analytics Cloud** - Visualise complex data sets into easy-to-understand graphs and visualisations, helping you make informed decisions based on your hidden data.



**Quote-to-Cash** - Eliminate manual processes and the associated errors by automating your businesses functions from enquiries to invoicing.



**Community Cloud** - Build a thriving social group using Salesforce and the Communities Cloud. Implement automation to reduce the time and resources spent on administration.

## Industry Specialisation



### Manufacturing

Increase efficiency, customer satisfaction and retention with complete support for any product requiring a service contracts



### 3rd Sector

Build engaging and interactive digital environments for the specific needs of your Not for Profit or membership organisation.



### Health & Life Sciences

Efficiently meet compliance & lower inventory costs with purpose-built interfaces



### Consumer & Packaged Goods

Increase operational efficiency from the factory floor to the customer door - ensuring optimal delivery of goods, parts and service



### Financial Services

Simplify, streamline and automate your operations - from bespoke solutions for loss adjusters to retail banking, and asset management



### Retail

Improve customer relationships and service with Marketing, Service and Sales Cloud - increasing reach and engagement while reducing costs

## What sets Westbrook apart?

- Able to quickly understand customer requirements and use best practice to adapt the Salesforce Customer 360 platform
- Direct access to our Leadership and Senior Team with a depth of experience and understanding across multiple industries and specialisms
- Understanding the need to balance risk and reward to optimise business case benefits whilst recognising the challenges of implementations. This underpins our clients' confidence in our ability to deliver
- Our customer centric approach, working in partnership with you and supported by our knowledge, experience and skills, ensures high quality solutions that provide value for money

For further information

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