



# SALESFORCE AT CDW OVERVIEW



Evaluate new technology against your current system performance for maximum ROI



Identify new business and revenue models that provide your company with strategic advantage



Dive into the functional areas most in need of attention to determine best course of action: optimize or transform

## OUR SALESFORCE FOCUS AREAS:

- **Experience Cloud** – create websites and applications
- **Service Cloud** – show a complete, shared customer view
- **Sales Cloud** – connect & transform the buying experience
- **Commerce Cloud: B2B and B2C** – create exceptional commerce experiences for all businesses
- **Marketing Cloud** – drive revenue using digital marketing
- **Configure, Price, Quote (CPQ)** – accurate pricing with any given product configuration
- **MuleSoft** – unlock and integrate data from any system



We need to build our vision and roadmap. What is possible?

We can help.

In retrospect, we made some wrong decisions with our CRM solution and we're ready to switch to Salesforce.

We're concerned about the security and health of our Salesforce instance.

We aren't happy with our current implementation.

Our admin left; Now nobody knows how this thing works!

We love our current clouds and want more Salesforce!

## SALESFORCE INDUSTRIES

- **Retail/Commerce**
- **Financial Services**
- **Higher Education**
- Manufacturing
- Nonprofit
- State & Local Government
- Small Business
- Healthcare

## ABOUT SALESFORCE

Salesforce is cloud-based software designed to help businesses connect to their customers in a whole new way. Over 150,000 companies of all sizes are using Salesforce to grow their business and unite your teams with a single customer view. Customer 360, Salesforce's complete suite of products, has the power to bring together your marketing, sales, commerce, service and IT teams into one unified platform. Now your business can be equipped to help your employees focus on delivering meaningful customer experience from prospect to closing and beyond.

For more information about our company and downloadable content, please visit our **Salesforce App Exchange** listing or send an email to [salesforce-requests@cdw.com](mailto:salesforce-requests@cdw.com).



## SALESFORCE FEATURES

- 01 Salesforce Assessments**  
Improve security, adoption, performance, usability and commerce functionality
- 02 Salesforce Professional Services**  
Deployments across Sales & Service, Commerce, Experience, Marketing, CPQ and MuleSoft
- 03 SalesforceFlex**  
Development and maintenance to keep your tools running smoothly

## OUR SALESFORCE OFFERINGS:

- **Salesforce Performance Audit**  
A review and analysis of customer's current state, including the health and performance of the tool
- **Salesforce Envision**  
A discovery phase with key stakeholders to identify goals, strategy, processes and high-level requirements to build a future state vision
- **SalesforceFlex**  
Sized right for your needs; provides you with the technical development and infrastructure to ensure your Salesforce environment is running at peak efficiency
- **Specialization Services: Salesforce Commerce Cloud**  
Gain key insights into the performance metrics around your current SFCC implementation. Address gaps in your commerce platform with the benefits of SFCC. Plan a strategic migration from your current solution to Salesforce Commerce Cloud.

The best part of selling services is that they are customizable to your needs!

## ABOUT CDW

CDW is a Fortune 500 company with over 250,000 customers and the ability to provide solutions in over 150 countries!

With CDW's Salesforce partner ecosystem, we are backed by over 900 Salesforce credentials, over 2500 Salesforce projects and 20 years of experience platform implementations.

With our in-house digital agency and business consulting services, we bring an additional layer of strategic opportunity that most businesses are not equipped to offer. CDW can provide quality, expert service while still fostering trusted client relationships on a more intimate scale, gaining knowledge and insight to better serve your business.

CDW is uniquely positioned to be an end-to-end vendor from product to service to post-delivery. We are one of the rare 30% of vendors that stay actively involved and invested to form true collaborative partnerships with our clients.

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