GROUP
mashfrog

Mashfrog Salesforce Unit

Strategy, creativity and technology beyond the digital business

Mashfrog DMCC | AGENDA

The Group

Our Digital CRM Solution Unit

Our Products

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The Group

WHO WE ARE

The Group

mashfrog Group is an international group of companies specialized in designing and developing omnichannel projects.

The over **390 professionals** that make up the Group are skilled and experienced in several fields such as digital business process reengineering, system integration, digital marketing and advertising, multimedia communication, software development, up to the last frontiers of technology: machine learning, blockchain, artificial intelligence and augmented reality.

40
mln in turnover

8
Countries

+420
professionals

150
Active Customers

+500
Certifications

A unique partner to go beyond the digital business.

ITALIA
Roma HQ
Milano
Cagliari
Palermo

SPAGNA
Barcellona
Madrid
Siviglia

REGNO UNITO
Londra

ARMENIA
Yerevan

SERBIA
Belgrado

EMIRATI ARABI UNITI
Dubai

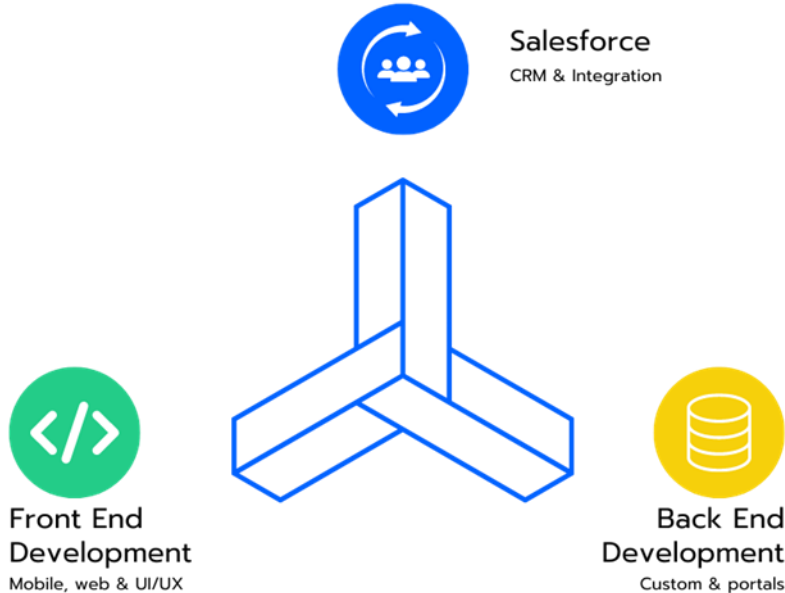STATI UNITI
Tampa
Cincinnati

MESSICO
Monterrey

Our Digital CRM Solution Unit

Digital Customer Solutions Business Unit

One single Business Unit to support **end-to-end digital transformation** programs and initiatives keeping always **Customer as central focal point**.

Salesforce
CRM & Integration

Front End Development
Mobile, web & UI/UX

Back End Development
Custom & portals

Our Approach

- **120+** actual resources and **170+** resources as 2024 target

- **One single team** to cover all the skills required to complete a digital transformation program combining **CRM Salesforce** knowledge with **Front End** and **Back End** development capabilities to deliver **innovative solutions**

- **Maximize effectiveness** and **ROI** of **Salesforce CRM** platform adoption extending standard capabilities through **multichannel customer engagement**: mobile applications integrated with Salesforce through API, portals, Salesforce UI deep customization through CSS3/JavaScript/HMTL, etc....

- **Simplified** and **more efficient delivery** thanks to the easy collaboration and communication among different groups (given the fact they belongs to the same Business Unit)

- **Higher Customer Satisfaction** because the team includes skills of **UX** and **UI** designer who are responsible to drive requirement collections, design processes and model user interfaces to maximize **business effectiveness** and stay close as much as possible to **Salesforce standard capabilities**

End-to-End Digital Transformation Partner

Mashfrog is not only a System Integrator, but could be **End-to-End Business Partner** supporting Gellert Global Group during his strategic initiatives and transformation programs

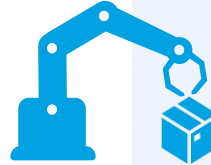## WE COVER ALL PHASES OF A SALESFORCE/DIGITAL TRANSFORMATION PROGRAM

SHAPE
Identify your ambitions and shape them by leveraging technology and business trends

BUILD
Start developing the product in an Agile way through different sprints and iterations with the aim to build an MVP and quickly go to the Market

PLAY
Run, measure, format and scale your product in order to take grow your ambitions to the next level

Workshops

Processes

User Stories

Architecture

Planning

Developments

Review

Deploy

Measure

Extend

UX, UI and SERVICE DESIGN SUPPORT

PROGRAM AND CHANGE MANAGEMENT

Our Approach for Successful Partnership

PEOPLE

Great People, means great teams. And we can count on a great group, with a large competence & experience mix
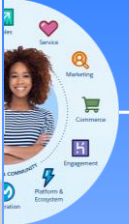
70+ People at Q2 '24

200+ Certifications at Q2 '24

COMPETENCE

...But people without competence are useless. We can provide teams with proven success stories in several Salesforce & Mulesoft implementations.

10 on 12 Core Cloud Modules

35+ Add On Cloud Modules

E2E LIFECLYCLE

Support Costumers at 360° during all phase of the Service LifeCycle including Advisory activities

SYSTEMIC LIFECYCLE

Project Govern Re–Engineer Assess Scout
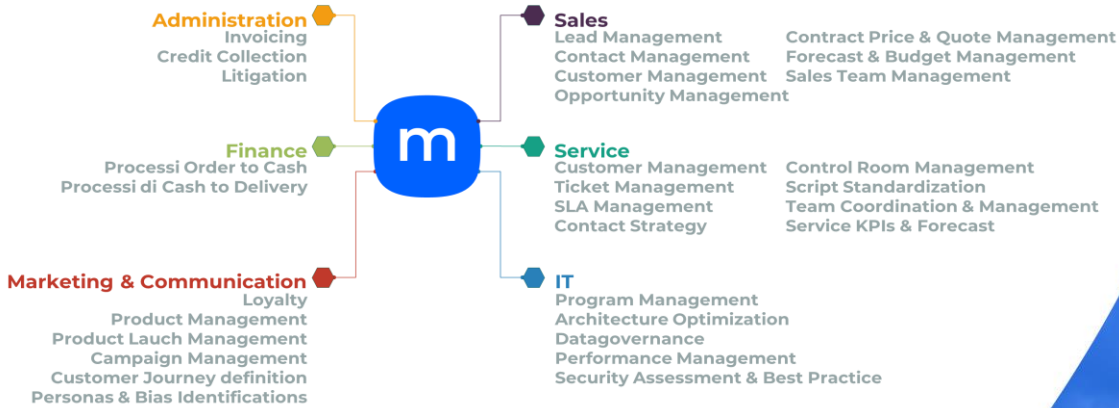
PROJECT LIFECYCLE

Collect Design Review Develop Integrate

Maintain Release Test

Our Competence: Business Processes

Administration
Invoicing
Credit Collection
Litigation

Sales
Lead Management
Contact Management
Customer Management
Opportunity Management
Contract Price & Quote Management
Forecast & Budget Management
Sales Team Management

Finance
Processi Order to Cash
Processi di Cash to Delivery

Service
Customer Management
Ticket Management
SLA Management
Contact Strategy
Control Room Management
Script Standardization
Team Coordination & Management
Service KPIs & Forecast

Marketing & Communication
Loyalty
Product Management
Product Lauch Management
Campaign Management
Customer Journey definition
Personas & Bias Identifications

IT
Program Management
Architecture Optimization
Datagovernance
Performance Management
Security Assessment & Best Practice

Unit in Numbers

TODAY

70+
Workforce

200+
Certifications

Q4 '24

90+
Workforce

350+
Certifications

Our Competence: Salesforce

We love Salesforce! Core Clouds and much more.
We are enthusiastic of studying new Clouds, to offer solution that bring our Customers in the future, as AI solutions or Cloud Data Platform (CDP)

☐ Sales Cloud
☐ CPQ
☐ Inbox

☐ Service Cloud
☐ Field Service Cloud
☐ CTI

☐ MKTG Cloud
☐ CDP Cloud
☐ Pardot
☐ Facebook API

Illustrative on the 3 Main Core Clouds

Salesforce & More: we work on Salesforce Cloud, and have gained experience also in Third Parties Components, proposing E2E technical solution for every needs.

Sales Cloud Additional Modules
Sales Cloud Einstein,
LinkedIn Sales Navigator
Conga Composer
Salesforce Engage,
Einstein Sales Analytics,
Revenue Analytics
Consumer Goods

Service Cloud Additional Modules
Digital Engagement,
Service Cloud Einstein,
Service Cloud Voice,
Customer Lifecycle Analytics,
Salesforce Surveys
SiteTracker

Marketing Cloud Additional Modules
Social Studio
Advertising Studio
Loyalty Management
Charket (We Chat)

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Our Competence: Processes and Approaches tailored on Customer

Much more than a normal System Integrator: the Delivery in dynamic and complex ecosystems requires methodology, approach and vision to tailor projects and solutions to the context, keeping the focus on customer's needs and on value generation.

Systemic View
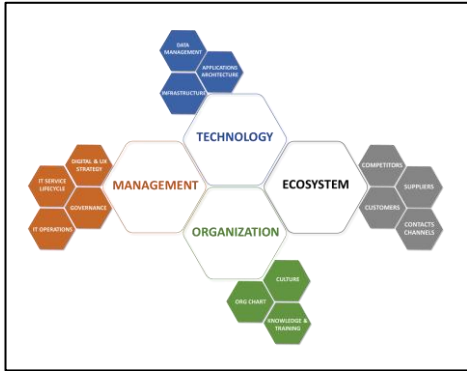
Agile/Tailored Agile Approach
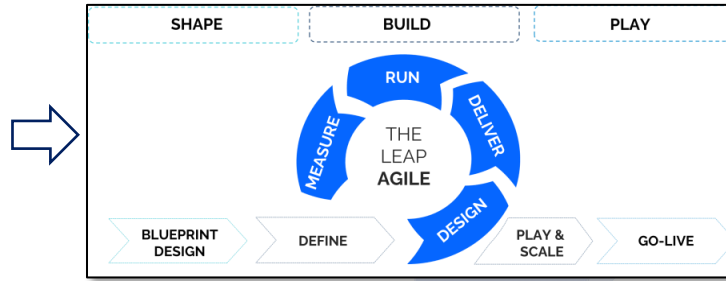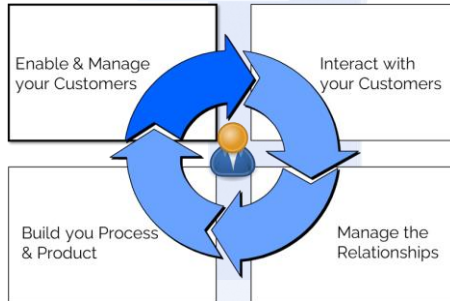

Context & Process Assessment

Journey Definition

Touch Points Analysis

Application BluePrint

Focus on Mashfrog Hybrid Agile Methodology

Considering the specific context, Mashfrog has often proposed a **Hybrid Agile Tailored Approach** as the best option.
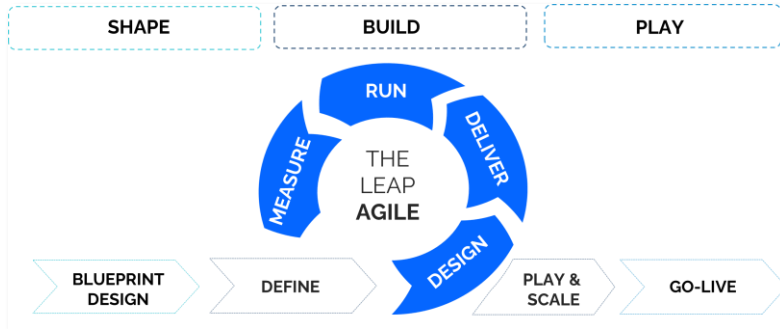
Define business requirements and high-level plan together with Customers in order to **minimize time to market** of business relevant functionalities

Guarantee ongoing **Business** and **IT** stakeholder involvement during the design and development phase to reduce as much as possible rework during UAT

Periodically organize **demo** and **POC** towards business stakeholders and users to gather feedbacks as soon as possible and before final tests

Prioritize functionalities and requirements that maximize **ROI** in short, medium and long term according to Customers' needs (an plan licenses' purchase accordingly to avoid purchasing useless licenses in advance)

Adopt standard **waterfall approach** for integrations to avoid rework and issues for incorrect data transfer and system interactions discovered during SIT/UAT phases with high delivery impacts

Adopt standard **waterfall approach** for complex uses cases or processes that requires a wide analysis and complete e2e design before jumping into delivery phase

Focus On Delivery Model

Different Customers, different Delivery Models: we have 4 different approach to delivery based on our Customers Needs. These models could otherwise be personalized based on specific contexts in order to perfectly suit the expectations

PROJECT WATERFALL/AGILE

Tasks and Activities are organized into a E2E Projects, Agile or Waterfall, and the development follow the plan shared during the kickoff meeting. The activities end at the Release into Production, if a Post Go Live support is not foreseen

DELIVERY FACTORY
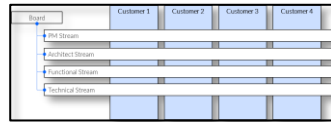
We built a Delivery Factory dedicate do DMCC initiatives. Our Factory covers Multiple Customers and is organized into streams (Project Management, Functional, Architectural and Technical), in order to support any kind of activities provided, planning any request as task. The Factory is able to manage projects and/or single task, based on the capacity (always expandible with a minimum of pre alert)

AMS + EMS

AMS Delivery model is organized into a minimum of FTE (one or more) that manages the service with day by day activity. Activities should be Maintenance (AMS) or Evolution (EMS), and for these two type of Service the profiles behind will be specific

TIME & MATERIAL

At last we have available also the Time & Material model, where one FTE or more is allocated to complete tasks as required by Customers. Minimum elapsed and number of FTEs, are discussed during the offering to find a service that fits to the context and needs

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Our Products

![mashfrog GROUP]

Wattyo | Intelligent Water Management

Wattyo in the Unique platform that enables E2E Operations in the Energy & Utilities Industry, completely developed on Salesforce native language.
Currently, Water Industry version is available in the AppExchange of Salesforce; in Q3 2024 also Energy & Gas version will be released

UNIQUE SOLUTION

UNIQUE PLATFORM

WHY WATTYO

Payment & Collections
Single Platform to manage all payment methods

Sale & Contract
Manager Sales process, digital & physical with a simple integrated solution E2E

Billing & Invoicing
Flexible Engine to manage subscriptions, services and products

Service
Enable the Operations to support Customers

CPQ

Metering
Manage physically and digitally the consumptions

Field Work
Support your Field Service team without loosing time and effort

- FULL CUSTOMER & BEHAVIORS VIEW IN OPERATIONS
- POSSIBILITY TO CREATE «TAILORED» OFFERS BASED ON CUSTOMER BEHAVIORS
- FULL «DIGITAL NATIVE» PROCESSES
- SINGLE & UNIQUE PLATFORM TO MANAGE THE E2E WATER OPERATION PROCESS
- PLUG & PLAY & FLEXIBLE PRODUCT, ENABLING CUSTOMER TO GO LIVE WITH AN CONTAINED FLEXIBLE SETUP
- ROADMAP 2024: ENERGY & GAS, WASTE

salesforce

Discover Wattyo in the AppExchange here

Thank you for your time and attention

mashfrog **GROUP**