



Salesforce Consulting

DevOps & Release Management, DX, Integrations,
Marketing Cloud, Custom Development



Who is

CloudQnect?

In 2017, after ten years of helping companies support and customize Salesforce, we started a Richmond, VA-based Salesforce consulting company unlike any in the marketplace, one rooted in DevOps and with a focus on helping customers maximize their investment in the Salesforce platform by:



Implementing a healthy Salesforce DevOps & Release Management approach



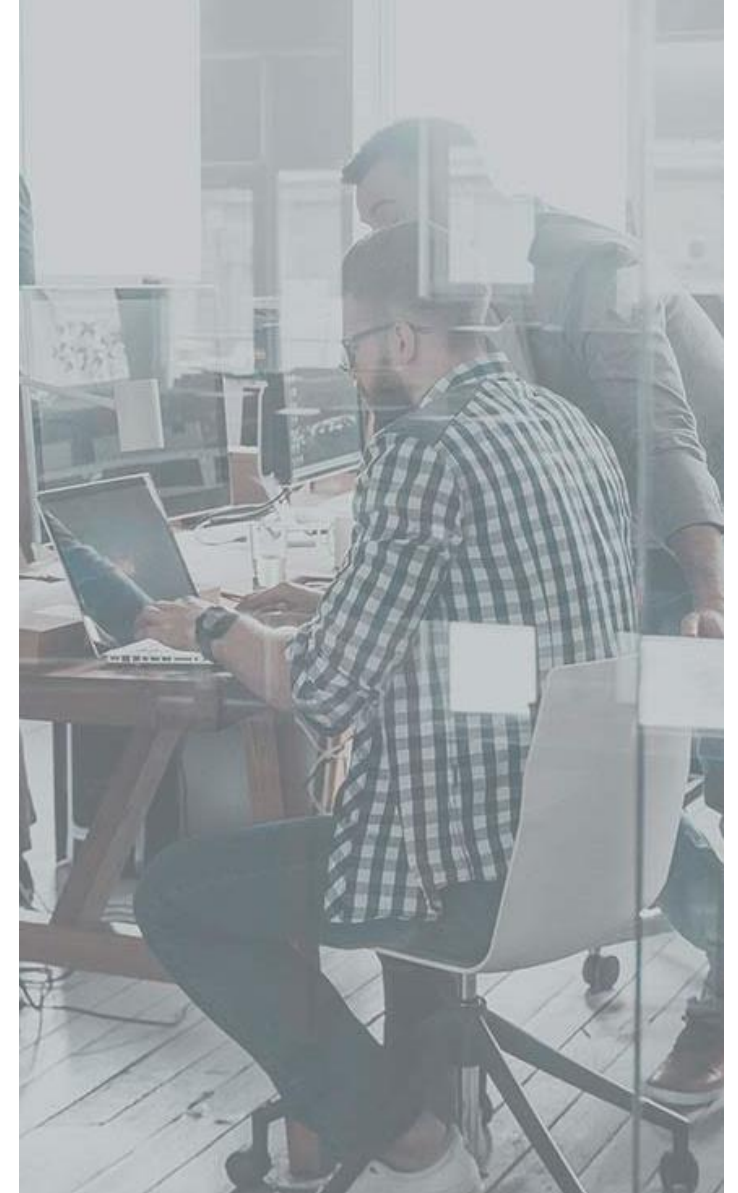
Salesforce DX development & migrating our client's current Salesforce code base to DX



Integrating our client's existing tech-stack with Salesforce

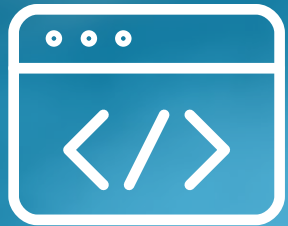


Providing custom Salesforce development services.





PARTNER

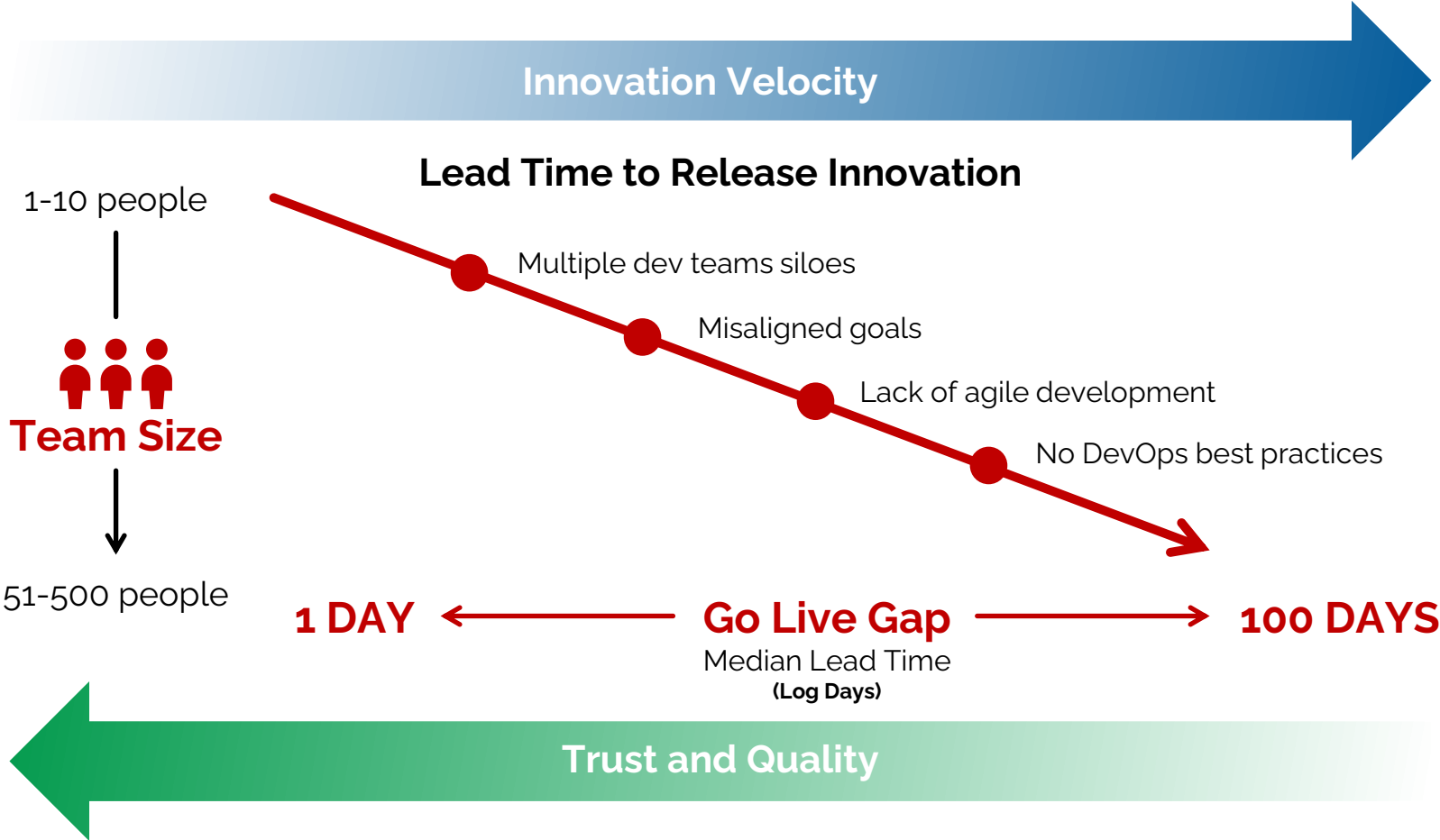


DevOps/DevSecOps



The Dangers of Organic Growth in Salesforce Development

Larger teams lead to more complicated logistics and longer lead times.



3 Keys of DevOps Success

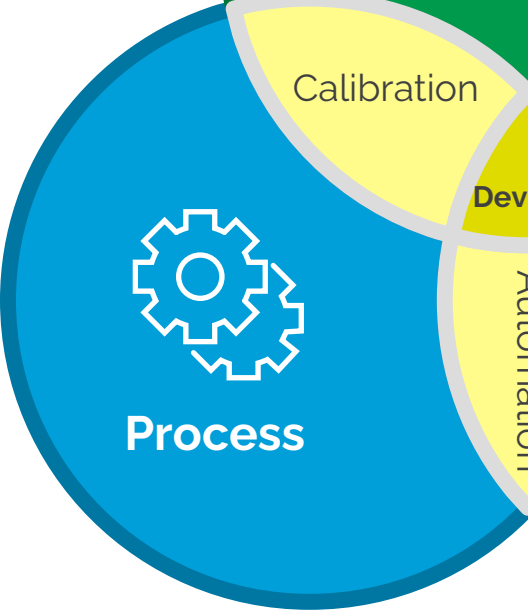
People

The right personnel with the right skills and experience in the right positions.



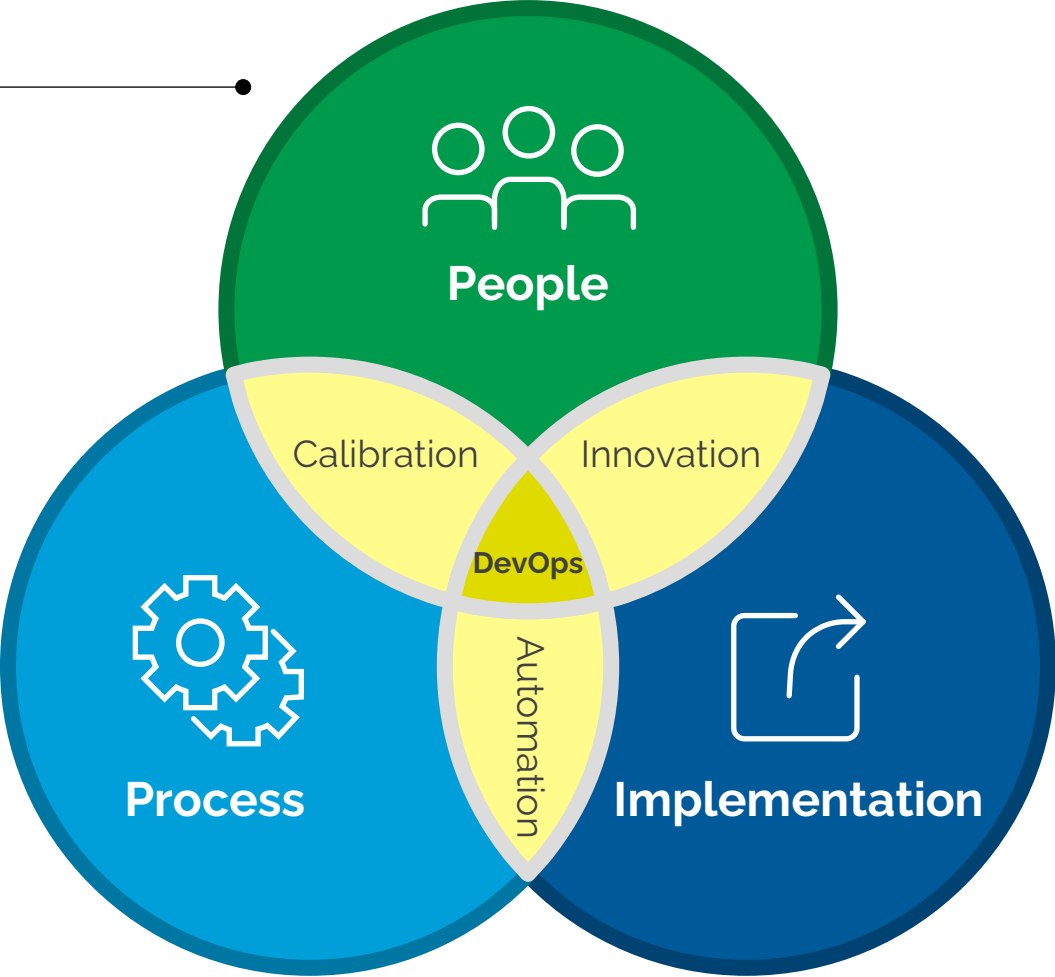
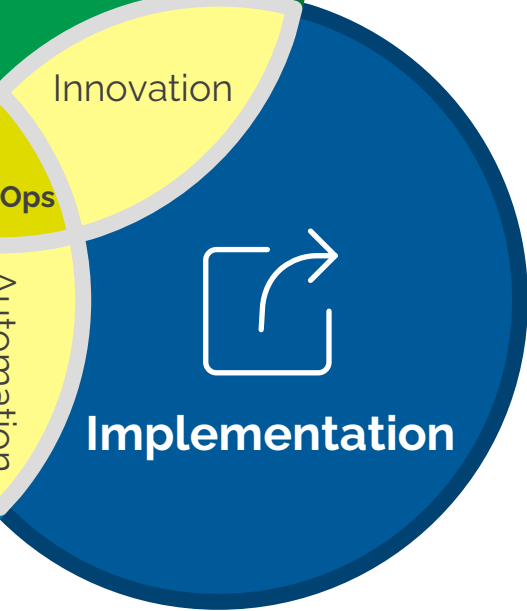
Process

The correct, scalable, and repeatable discipline.



Implementation

The right implementation tools for the problem.



The DevSecOps Assessment

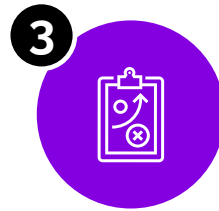
Improving DevSecOps with a Proven Process



Detailed report showing your **current DevSecOps maturity score** and outlining the current state of your Salesforce DevSecOps



Detailed report showing your **potential future DevSecOps maturity score** and detailing what the future state would look like given the resources available



Detailed **Implementation & Training plan** with an LOE (Level of Effort) needed to get to the future state



Presentation of all findings and recommendations

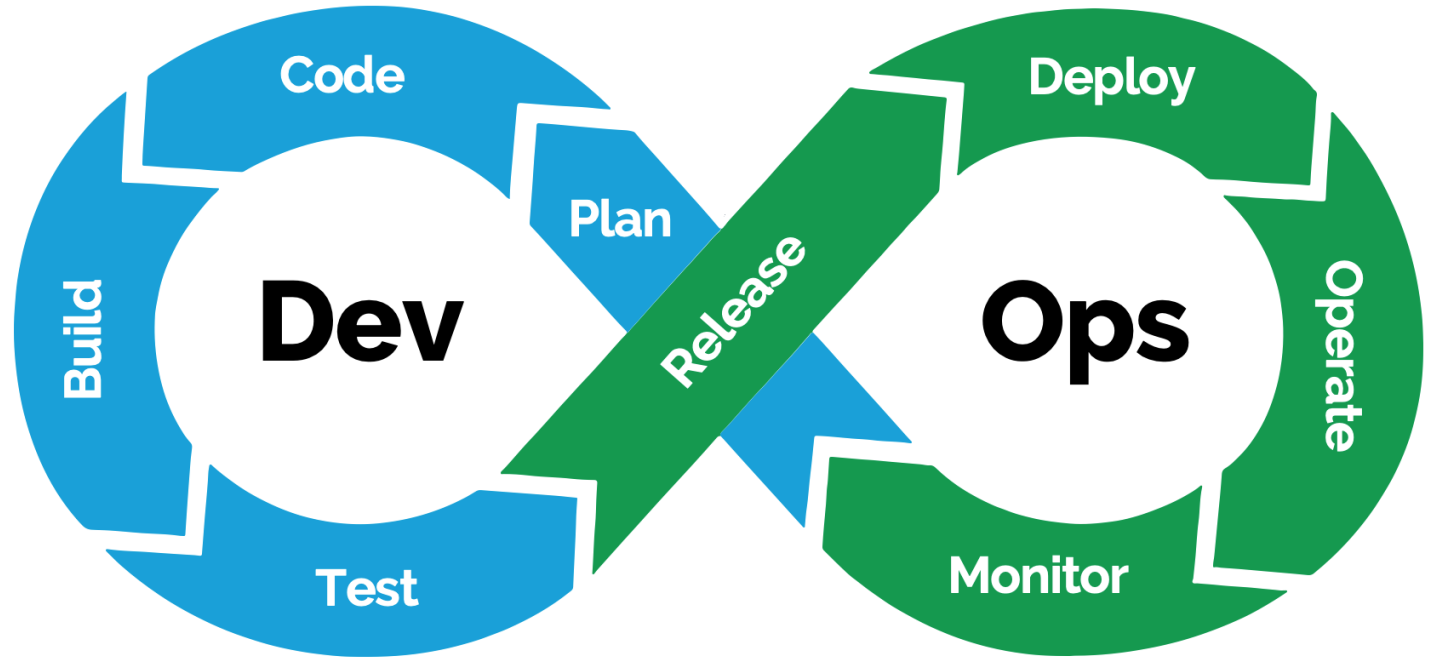
DevSecOps Success Metrics

- Reduction in how long releases take
- Reduction in staffing levels needed for releases
- Reduction in the % of post-release defects
- Elimination of security flaws in your enhanced code



Measurable Results

- ✓ Deployment Duration
- ✓ Deployment Frequency
- ✓ Development Throughput
- ✓ Deployment Involvement
- ✓ User Story Lead Time
- ✓ Reduced Deployment Issues
- ✓ Reduced Production Defects
- ✓ Reduction/Elimination of Security Flaws



Case Study

Creating Salesforce DevOps and DX practices at the Veteran's Affairs

Veteran Affairs engaged CloudQnect, as a subcontractor, to examine their Salesforce development DevSecOps solution. CloudQnect created a current state, future state, and implementation plan for the V.A. to review and reset their development environments and start over. Using a phased approach and more thoroughly training the SI Teams on the DevOps tool the V.A. uses and the release process, our DTC Team was able to increase deployment frequency from every 4 weeks, to every 2 weeks and to reduce the release process and deployment durations while simultaneously decreasing development conflicts, as well as deployment and postproduction defects.

Following this, the V.A. engaged CloudQnect, as a subcontractor, to lead and establish Salesforce DX development and DevOps for all new Org development. This initiative has effectively sped up development, deployments, and made it possible for each SI Team to work at their own pace. The new development approach and DevOps improvements have enabled the DTC Release Team more control, and better scalability of the release process across multiple SI Teams.



Case Study

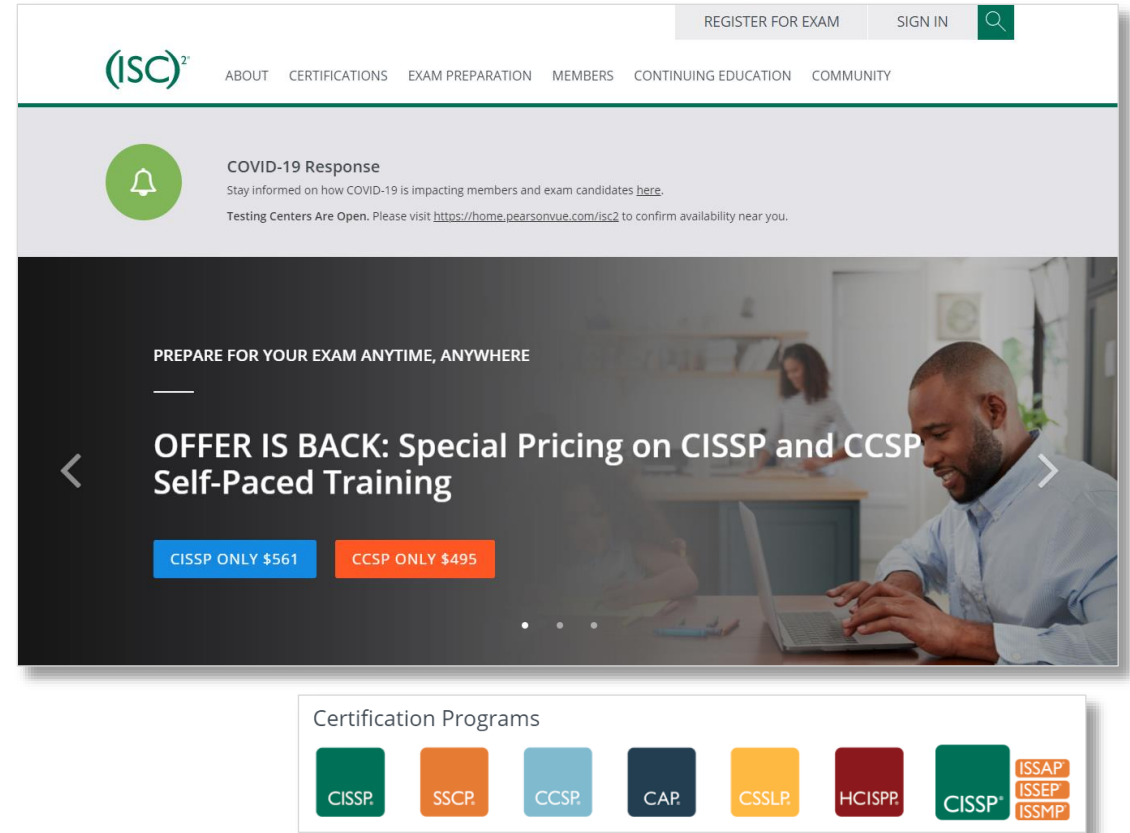
(ISC)² needed a CI/CD DevOps solution!

(ISC)² needed a DevOps solution that would allow them to complete deployments in 2 hours versus 2 days or 2 weeks.

(ISC)² engaged CloudQnect to assess the current state of their DevOps. The current state included unsynchronized lower environments and production deployments that were taking 2 days to 2 weeks with almost every developer involved. Deployments also suffered from multiple issues during each release. We created a detailed roadmap for (ISC)² to get to being able to handle more throughput with fewer errors, and less human interaction. After several months of preparation, we stopped development, reset the environments, trained the developers on the new process, then restarted development.

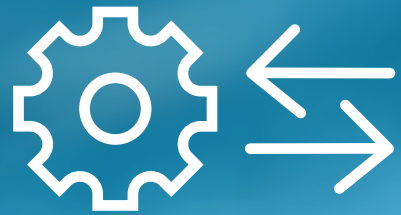
(ISC)²'s metrics show they went from 2 to 3 Salesforce deployments per quarter to 2 to 3 deployments per day and what used to take 2 days to 2 weeks, now takes 40-60 minutes. The post deployment defects dropped by 83% and (ISC)² estimates they now save over \$30,000 USD per release in reduced man-hours and support needs.

This success led (ISC)² to retain CloudQnect to add Salesforce Communities and assist them with custom Salesforce development.





PARTNER



DX Migration/ Development



The Happy Soup

You are fully vested in Salesforce, and you've likely integrated it with numerous other systems. As a result, most of your codebase is in a huge container of unmanaged metadata (also known as **Happy Soup**).

How in the World?

If you're like most organizations, you're likely looking at your large, complex, and multi-year legacy code base and wondering "how in the world do we migrate this?"

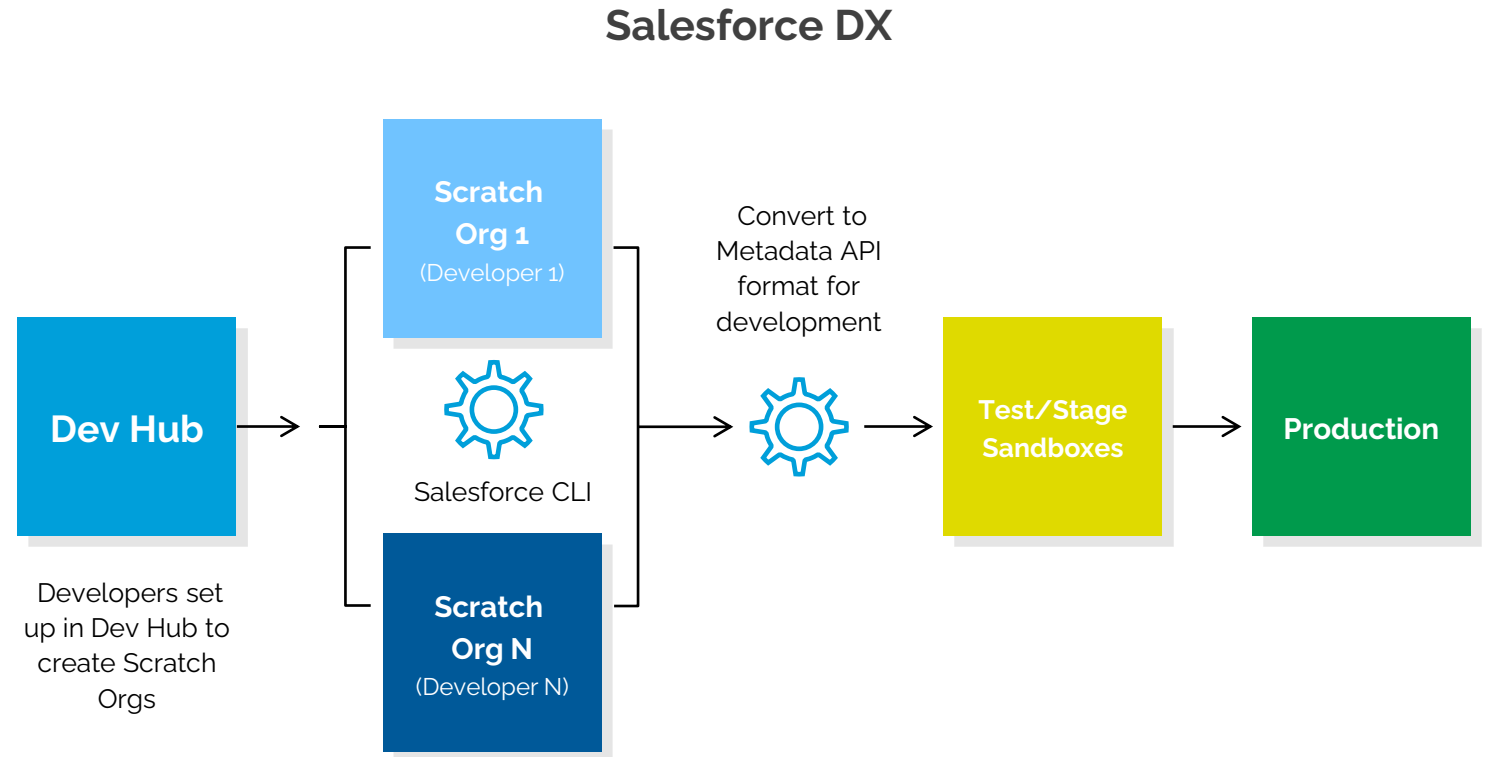
 **You're not alone!**



Salesforce DX

Salesforce DX allows teams to operate just like any Java/.Net development teams:

- By allowing developers to organize and separate a monolithic code base into discrete packages (libraries).
- By leveraging source control as the “source of truth”, allowing for true source-driven development.
- By deploying their solutions as pre-built, or pre-compiled packages to destination orgs, greatly simplifying production deployments.



Migration in 4 Steps



Assess

Assess the technical capability of the developers and map out the interdependencies in the code base.



Plan

Break up the migration into small, sensible packages. For example: data access layer, account business services, contact business services, etc.



Train

Train the developers on the Salesforce DX and change management tools they will be using, and the release process they will be following.



Migrate

Start migrating pieces of the monolithic code base into packages and change the references in the *happy soup* to the new packaged based code.

DX's Benefits

- Decrease the lead time of new feature development by 59%
- Improve the software delivery process through packaging and scratch orgs
- Create a multi-threaded release schedule that is predictable, faster, and with more granular visibility
- Improve team collaboration with better code ownership along package delineations
- Improving developer experience with source control as the “source of truth”
- A 32% reduction in overall Salesforce cost of ownership
- Allows companies to hire from within their existing Java/.Net teams
- A 'train-the-trainer' approach allows your company to hire the best resources without the need for pre-existing DX experience

Case Study

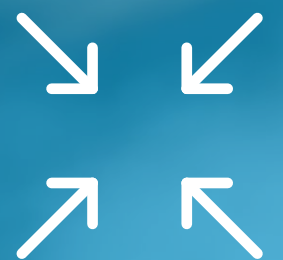


CarMax needed to migrate to DX!

CarMax's code base had become unmanageable and needed to be better structured and isolated into atomic packages for the Inventory project.

CarMax engaged CloudQnect to assist their development teams to learn and migrate to DX. Initial development was slow, but as the teams' developers grasped the nuances of Object-Oriented development principles under our guidance their success with DX increased significantly. Within a few short months, their DX teams clearly outpaced the remaining Salesforce classic teams in development speed, code quality, time spent in QA/UAT and production releases. The project's DX migration efforts were so successful that we helped CarMax migrate the remainder of their orgs to DX (the last two orgs are finishing up now).





Integrations



The Downside of Organic Growth

While organic growth is initially great for business, it results in a segregation of the data and services needed to scale operations and provide executives with accurate business intelligence.



Real Cost of Segregated Systems

Labor Intensive

Due to having to manually move data between systems.



Missed Opportunities

due to a lack of accurate business intelligence.



The Quadrant of Trouble

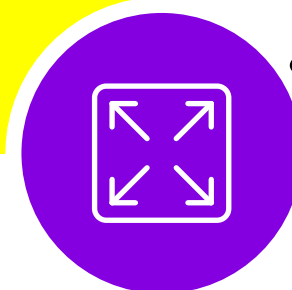
Error Prone

Manual processes are error prone.



Scalability

Manual processes are not scalable, due to the intensive resource requirement.



Benefits of Tech Stack Integrations with Salesforce

Automation

Changes between systems occur faster and automatically

Customer Experience

Uniformity

Allows you to create uniform user and customer experiences

User Experience

Accuracy

The data passed between systems is more accurate

User Interface

Cost Effective

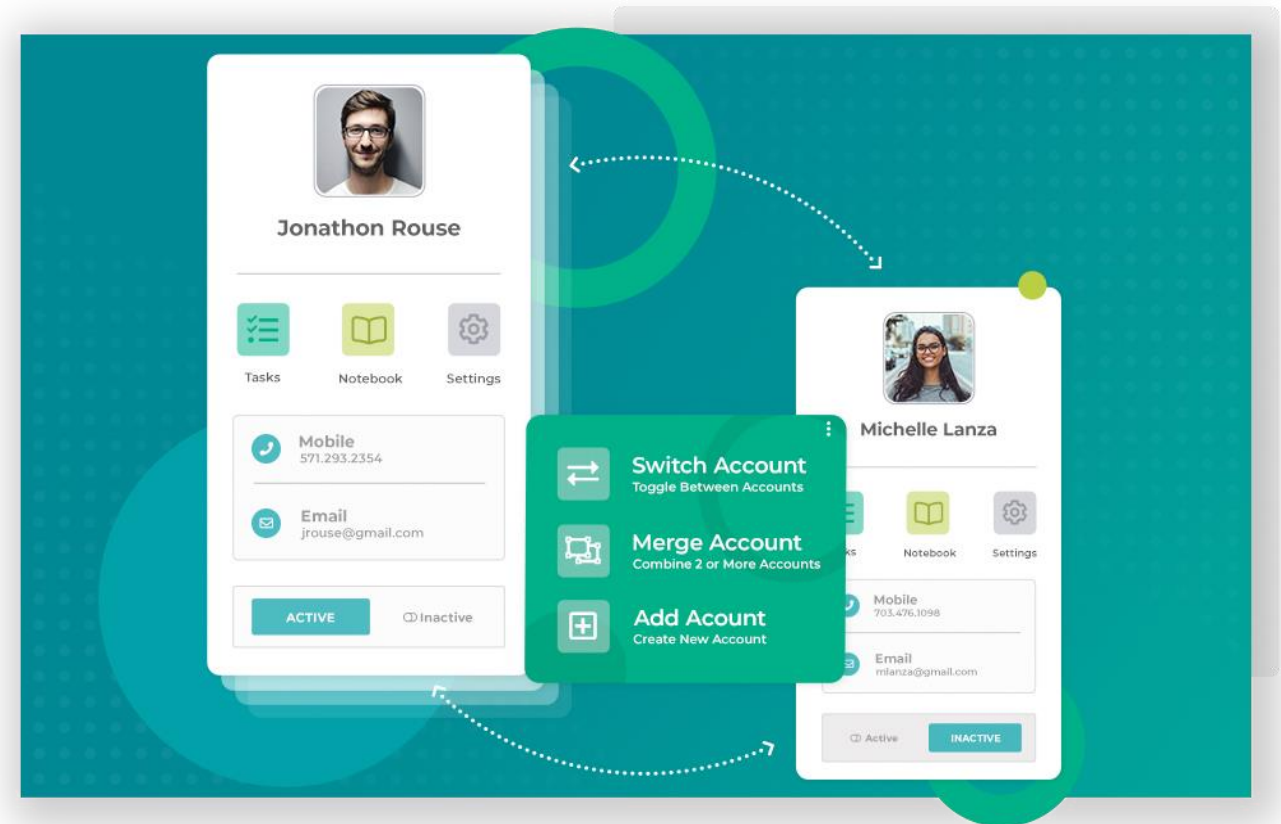
Simplified employee training on a single system

Case Study

Utilizing MuleSoft and API to enable seamless data sharing

CMS, Centers for Medicare and Medicaid Services, needed a solution that enabled real time access to CPI (Center for Program Integrity) Provider Systems in a cohesive manner.

A healthcare provider's information is used over various CMS systems and there is usually no way to access or share a uniform profile in real time. We helped The Centers for Medicare and Medicaid Services create a solution that allows them to view a provider profile in one place even while housed across multiple systems without creating new data sources. To achieve this, we utilized MuleSoft's AnyPoint Platform integrated with native CMS provider data sources using RAML API specifications. This combines data from different sources and shares it all together using APIs. The result is a 360-degree view of a provider that is easy to use and maintain through a self-portal. This effort ultimately optimized efficiency, reduced development time, and made it much simpler to onboard new customers.



Case Study

Integrate external systems and make Salesforce the “source of truth” (SSoT).

Source HVAC and **MobileIron** needed to consolidate users to a single system, from which to control other systems used by their organizations.

ESi engaged CloudQnect to create the integrations between Salesforce and existing systems like Sage (HR), Greenhouse (ATS), QuickBooks (Accounting) and Litmos (Training). The success of these integrations allowed these customers to use Salesforce as the SSoT. This led to more prolific usage of Salesforce to solve more enterprise problems.



Training



Consulting



Managed Services

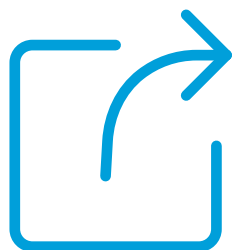


PARTNER



Implementations & Custom Development





Implementation

We use a well vetted approach to getting the customer up and running on their selected Salesforce Cloud Solutions, in exactly the way they want to use it. In the process we use hands-on training to help with a smooth transition and drive adoption of the platform.

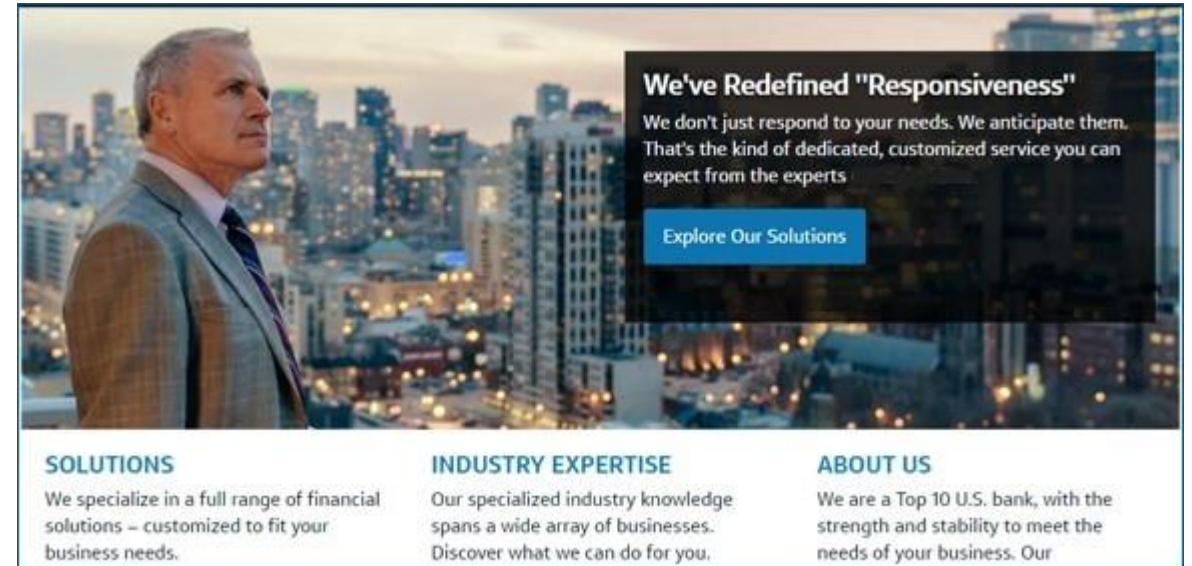


Evolution

It's our approach to helping the customer manage their continuously changing business needs within Salesforce. This helps to drive adoption of new Salesforce products by mitigating fears about total cost of ownership.

Case Study

Fortune 500 financial institution has been utilizing CloudQnect's custom development services for 6+ years. One of the many projects we have completed for them was to create an automated engineering solution automating numerous third-party vendor compliance tasks. Utilizing custom and available APIs, along with AI bots, we created tools that identify potential compliance issues before they happen. Our client handles all third-party vendors from one Salesforce central location and share the info throughout all 16 business units.



We've Redefined "Responsiveness"
We don't just respond to your needs. We anticipate them. That's the kind of dedicated, customized service you can expect from the experts

[Explore Our Solutions](#)

SOLUTIONS
We specialize in a full range of financial solutions – customized to fit your business needs.

INDUSTRY EXPERTISE
Our specialized industry knowledge spans a wide array of businesses. Discover what we can do for you.

ABOUT US
We are a Top 10 U.S. bank, with the strength and stability to meet the needs of your business. Our

Implementation, Sales Process Automation: Ernst Concrete

Salesforce reached out to CloudQnect to help with a complex implementation for Ernst.

- Ernst had no formal process for sales leads, bid/quote tracking, and current projects. Ernst was utilizing several different software solutions and spreadsheets to keep their information “organized.”
- CloudQnect helped Ernst develop some new processes and to remove several manual steps (distractions). This enabled their sales team to quote more projects and grow their business. The ultimate design objective was to (1) increase communication across workstreams by having all members of the Ernst organizations working off the same system and same data set and (2) ensure ease of use by members of the Ernst organization.
- Ernst achieved a 100% adoption rate and after implementation had CloudQnect help them automate some of their project management processes to better fit with Salesforce.



FSL Implementation & Customization

Berkshire Grey

Salesforce reached out to CloudQnect to help with an FSL implementation for Berkshire Grey.

- Berkshire Grey manufactures and supports many of the robots you see in today's modern warehouses. When these robots need service, it is critical that the services needed, including parts or replacements, are accurately identified and the service engineer is quickly engaged.
- CloudQnect worked with Berkshire Grey to identify all needed custom flows (configurations), profiles, the pulling in of the exact location of each robot at each client, identifying if was a warranty, maintenance, or ala carte service, all work order management, mobile set-up, dispatch management, parts tracking, and preventative maintenance scenarios/processes.
- Berkshire Grey's FSL was implemented and launched two-weeks prior to estimates and within the original budget established.



Case Study



CarMax implemented Marketing Cloud + AI to drive customer satisfaction and interaction.

CarMax engaged CloudQnect to implement Salesforce Marketing Cloud and to augment their marketing development teams. Initial Marketing Cloud use included email, social media, and SMS journeys. Over the past couple of years, with the integration of AI, Today, AI is providing current and potential customers the information they are requesting faster than ever before. CarMax was able to reduce the number of web-based requests for service and information by 98%.





PARTNER



Our Successes



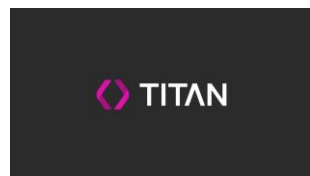
A Sample of Our Successes



A Sample of Our DevOps Successes




Tools We Use



Our Tech Partners





CloudQnect has helped numerous customers successfully maximize their investment in the Salesforce platform.

Let us help you do the same.



PARTNER

Contact

Ken Balog
EVP & Partner

 2400 Old Brick Road, #139
Glen Allen, Virginia 23060

 kbalog@cloudqnect.com

 **+1.804.714.8458**

 <https://www.cloudqnect.com/>

