



## Company Overview

# Meet Us

Over 850 people  
across 7 countries



**Adnan Lawai**  
**CEO**

Silicon Graphics,  
Clickmarks  
BS & MS, MIT

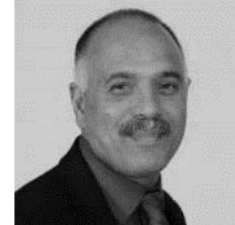


**Umair Khan**  
**Executive Chairman**

UC Berkeley,  
Mentors Fund  
BS & MS, MIT



**Ali Rasheed**  
**VP Engineering**  
Country Manager,  
Pakistan



**Shahid Azeem**  
**Country Manager UK**



**Muhammad Abdullah**  
Canada Operations



**Anwar Rizvi**  
UAE Operations

# Every company is a digital company.

Every company exists to build and sell solutions, and to scale.

Folio3 helps you build and sell and scale – digitally.



## Entrepreneurial

Your Tech Co-founder

Value Obsessed

Lean Startup Approach



## User Centric

User-focused Design

“Must-have” Innovation



## Holistic

Strategy, Design, and

Implementation in ONE place



The 3 in **folio3**



## Digital Innovation

We help innovators **BUILD** world class products and solutions:

- we help entrepreneurs take their idea to MVP and beyond
- we help companies digitally transform their businesses for customers and employees

### Expertise

- Mobile and Web Apps Solutions
- AI & Machine Learning
- Data and Analytics
- Cloud Computing
- DevOps



## Digital Sales & Marketing

We help companies **SELL** their offerings more effectively:

- we help your marketing team reach, excite and understand customers
- we help your sales team win clients

### Expertise

- eCommerce Implementations
- CRM Platforms
- Sales & Marketing Analytics
- SEO/SEM
- Content & Email Marketing
- Social Media Marketing



## Digital Infrastructure

We help companies **SCALE** their business with growth platforms:

- Implementation, integration, and customization of ERP, CRM, Ecommerce, and BI platforms
- Your one stop, cost-effective, highly experienced partner in cloud-based growth infrastructure

### Expertise

Salesforce	Amazon Web Services
Azure	MS Dynamics
Oracle Netsuite	Kubernetes
Terraform	eCommerce

# BUILD

# SELL

# SCALE



A Salesforce Consulting & MSP  
Partner that provide solutions to  
organizations of any size.





# Salesforce

- **Experts in:**

- Sales, Service, Marketing & Experience Cloud.
- **Commerce Cloud:** B2B, B2C, D2C, Order Management.

- **Specialized in:**

- Integration of Salesforce with different platforms.
- Customizations of all kind.
- Custom Objects and Fields, Page Layouts, Record Types, Workflows, Process Builders, Reports and Dashboards, etc.

- **Industry Solutions:**

- Automotive Cloud, Health Cloud, Financial Services Cloud, Consumer Goods Cloud, Manufacturing Cloud, Public Sector Solutions, Communications Cloud & Media Cloud.

# SALESFORCE

## The Team

```
graph TD; A([The Team]) --- B([Solution Architect]); A --- C([Account Executive or Pre-Sales Consultant]); A --- D([Project Manager]); A --- E([UI/UX Designer QA Lead Content Strategist]);
```

### Solution Architect

Leads the technical vision across clouds

### Account Executive or Pre-Sales Consultant

Owns the relationship, handles ROI/value discussions

### Project Manager

Discusses timelines, delivery model, and stakeholder alignment

### UI/UX Designer QA Lead Content Strategist

**UI/UX Designer** – For Experience Cloud, custom Lightning apps

**QA Lead** – To assure scalable, defect-free deployments

**Content Strategist** – If you're showcasing customer journeys or portals



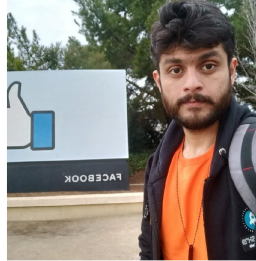
# Salesforce Management Team



**Navaid Ahmed**  
Director Engineering  
Salesforce Certified  
Texas, United States  
[Linkedin](#)



**Brandon Rimmey**  
Sales Director  
Kansas, United States  
[Linkedin](#)



**Hamza Azad**  
Solution Architect  
B2C Commerce Certified  
Karachi, Pakistan  
[Linkedin](#)



**Hasan Mustafa**  
Solution Architect  
Salesforce Certified  
Salesforce Community Leader  
Salesforce Community Speaker  
Excellence Award Winner  
Karachi, Pakistan  
[Linkedin](#)



**Shahbaz Irshad**  
Senior Software Engineer  
Salesforce Certified  
Lahore, Pakistan  
[Linkedin](#)

# SALESFORCE



## Products

We **specialize** in assisting companies in identifying, understanding, and addressing their challenges, guiding them towards the optimal solution that perfectly aligns with their needs.

### Expertise

Sales Cloud	Service Cloud
Marketing Cloud	Commerce Cloud
Artificial Intelligence	Experience Cloud
Data Cloud	Platform Services
	Agentforce



## Industries

Our **proficiency** extends across diverse industries, including the most demanding and complex sectors. We've developed custom solutions tailored to each industry's unique challenges, making us adept at understanding problems and recommending optimal solutions as our standard approach..

### Expertise

Real Estate	Automotive
Financial Services	Education
Healthcare	Agriculture
Non-Profit	Law and Energy

# SALESFORCE

# Core Salesforce Services

## Sales Cloud Implementation & Optimization

- Lead & opportunity management
- Forecasting & pipeline visibility
- Sales process automation

## Service Cloud Setup & Customization

- Case management
- Omnichannel support
- Knowledge base & self-service portals

## Marketing Cloud & Account Engagement (Pardot)

- Email marketing journeys
- Lead nurturing & scoring
- Campaign analytics

## Experience Cloud (Communities)

- Partner portals
- Customer communities
- Custom-branded experiences

## Custom App Development

- Apex, Lightning Web Components (LWC)
- Custom UIs, workflows, and approval processes
- Salesforce Mobile App customization

## Admin & Platform Services

- User & security management
- Reports & dashboards
- Process automation (Flows, Process Builder)

The Salesforce logo, consisting of the word "SALESFORCE" in white, uppercase, sans-serif font, set against a solid blue rectangular background.

# Advanced Salesforce Services

## Salesforce Data Cloud Services

- Unified customer profiles
- Real-time data ingestion & segmentation
- Activation across Marketing/Sales/Service

## AI & Einstein Services

- Einstein Bots
- Next-best action & recommendations
- Agentforce / Prompt Builder integrations

## Integration Services

- MuleSoft API integrations
- REST/SOAP API custom connectors
- Middleware (Boomi, Jitterbit, etc.)

## DevOps & CI/CD for Salesforce

- Git-based deployments (Gearset, Copado, Flosum)
- Automated testing & change management

## CPQ & Billing

- Quote-to-Cash process setup
- Product rules, pricing, and renewals automation

## Commerce Cloud B2B & B2C

- Headless commerce integrations
- Einstein Product Recommendations
- Integration with SF core clouds

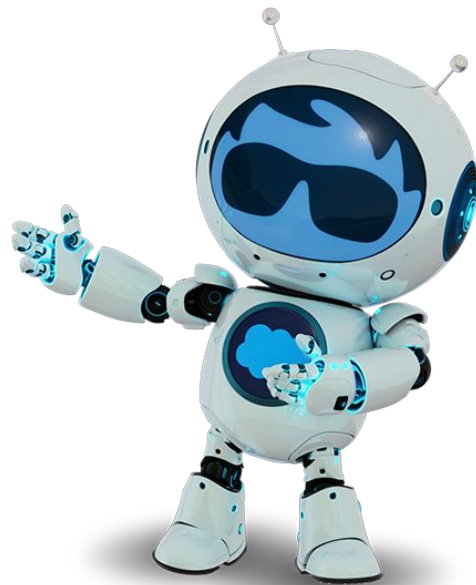
## Industries Solutions

- Health Cloud, Financial Services Cloud, Nonprofit Cloud
- Vlocity Omniscripts and DataRaptors

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marketing cloud





## Portfolio

**MajorKey** (IT Services).

**KUIU** (Commerce Cloud).

**SunHero** (Energy).

**BigGroup** (Real Estate).

**Wes Shelton** (Professional Services)

**electroCore** (Healthcare)

**AmerisourceBergen** (Healthcare).

**BioResource International** (Biotechnology).

**Dooney** (Commerce Cloud).

**IloveDooney** (Commerce Cloud).

**WhereFoodComesFrom** (Sales Cloud).

**UnitedCaliforniaGlass&Doors** (Sales & Service Cloud).



## Certifications

Administrators

Platform Developers I and II

Platform App Builders

Sharing and Visibility Architects

Sales Cloud

Commerce Cloud

CPQ

Artificial Intelligence

Data Cloud

Agentforce Specialist

# SALESFORCE



# Thank You.

[salesforce@folio3.com](mailto:salesforce@folio3.com)

[crm.folio3.com](http://crm.folio3.com)

San Mateo, California  
Pleasanton, California  
Whitby, Canada  
Guadalajara, Mexico

**Head Office:**  
1301 Shoreway Road,  
Suite 160,  
Belmont, CA 94002, USA

Surrey, United Kingdom  
Sydney, Australia  
Dubai, UAE  
Lahore, Islamabad & Karachi,  
Pakistan