

**15+**  
Years working in cloud

**50+**  
Salesforce Practitioners

**200+**  
Salesforce Certifications

**250+**  
Projects Completed

**4.9**  
Average Rating



A Salesforce consulting partner with deep expertise supporting clients with implementation of Salesforce solutions

## Key Capabilities

### Multi-cloud expertise

Extensive technology experience in sales, service, marketing and experience cloud providing end-to-end services with quicker time-to-market

### Data driven solutions

Identifying the data of value to multiple business units and leveraging this across the organization is critical to CRM success. This data dividend is at the heart of all our CRM projects.

### User centered digital experience

Our digital transformation approach is user centered, ensuring we deliver the solutions clients need and delivering high-levels of adoption. Our UX/UI experts ensure a great user experience.

### Digital Application Development

Create user-friendly applications with rich data integrity through our highly customizable, functional solutions leveraging low-code / no-code / pro-code Salesforce capabilities

## Why Cervello



A “One Team”, collaborative approach focused on client success



We empower your teams to achieve application self-sufficiency



Deep industry expertise complements our strong technical knowledge



Developing MVPs in quick time, allowing clients to realize benefits early



Data is the heart of what we offer; our CRM solutions are driven by data



Program delivery expertise: discovery, design, implementation and operating model for success

## Background

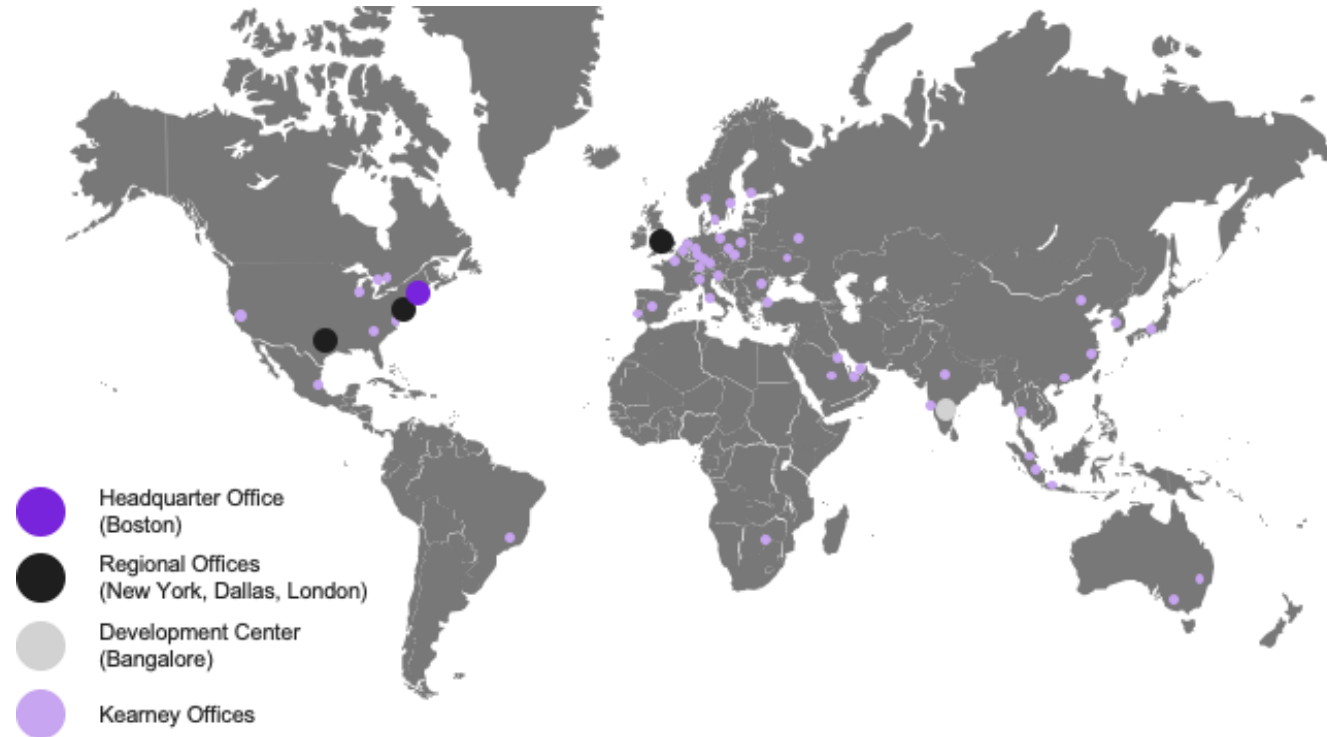
- Founded in Boston in 2009
- In 2019 acquired by Kearney, a tier 1, global management consulting firm
- 2024 integrated into a single operating unit “Digital & Analytics” to provide end-to-end consulting and digital services
- Headquartered in Boston in Seaport West

## Capabilities

- Organized around three core practice areas:
  - Data & Analytics
  - Digital Marketing, Sales, Service, & Experience
  - Connected Enterprise Planning

## About Cervello

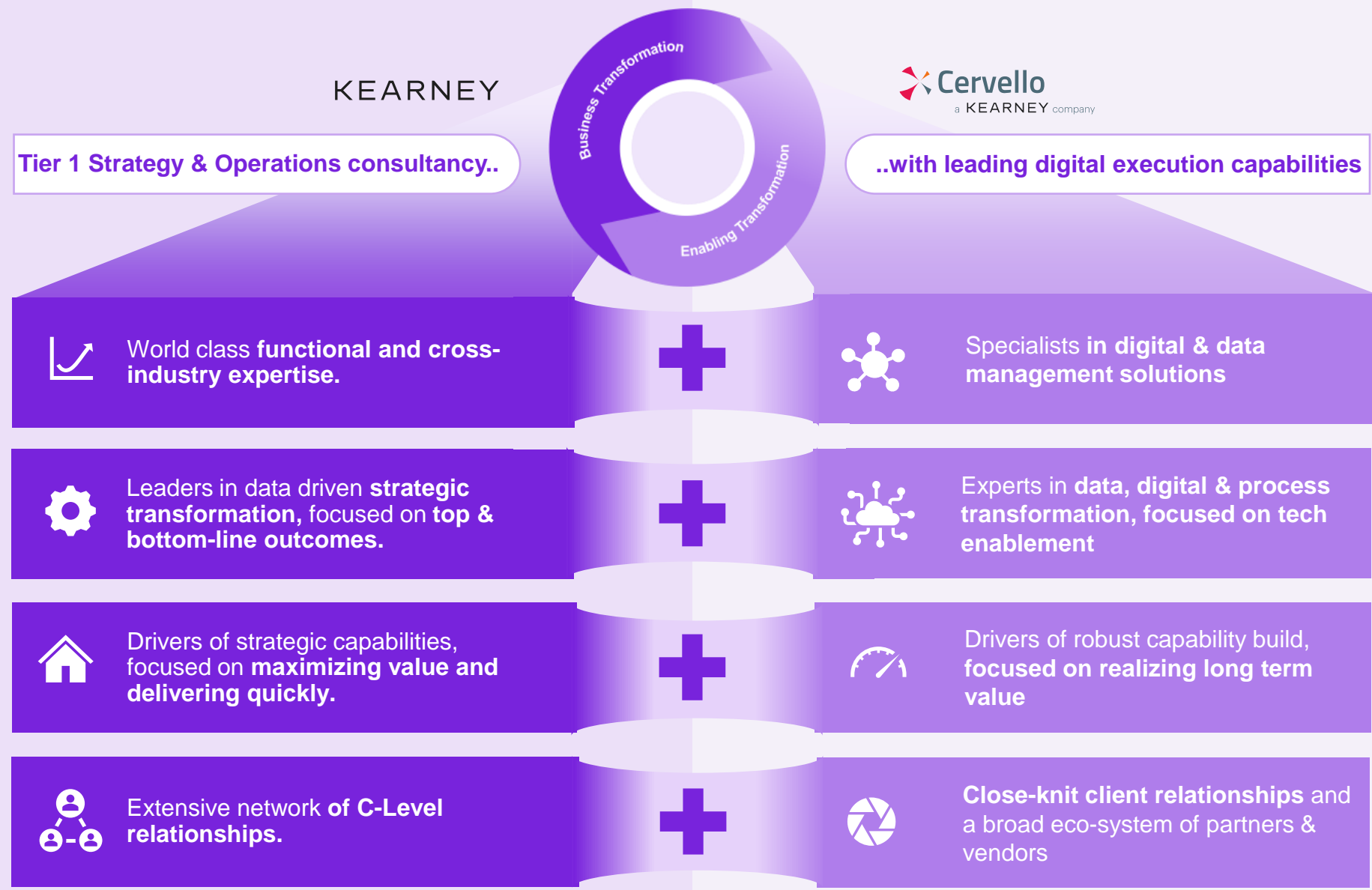
We are a professional services firm focused on helping organizations **win with data**. We have a **global presence** with an ability to service customers across **industries**. We are organized around three practices that are under pinned by our expertise in **digital and analytic** solutions



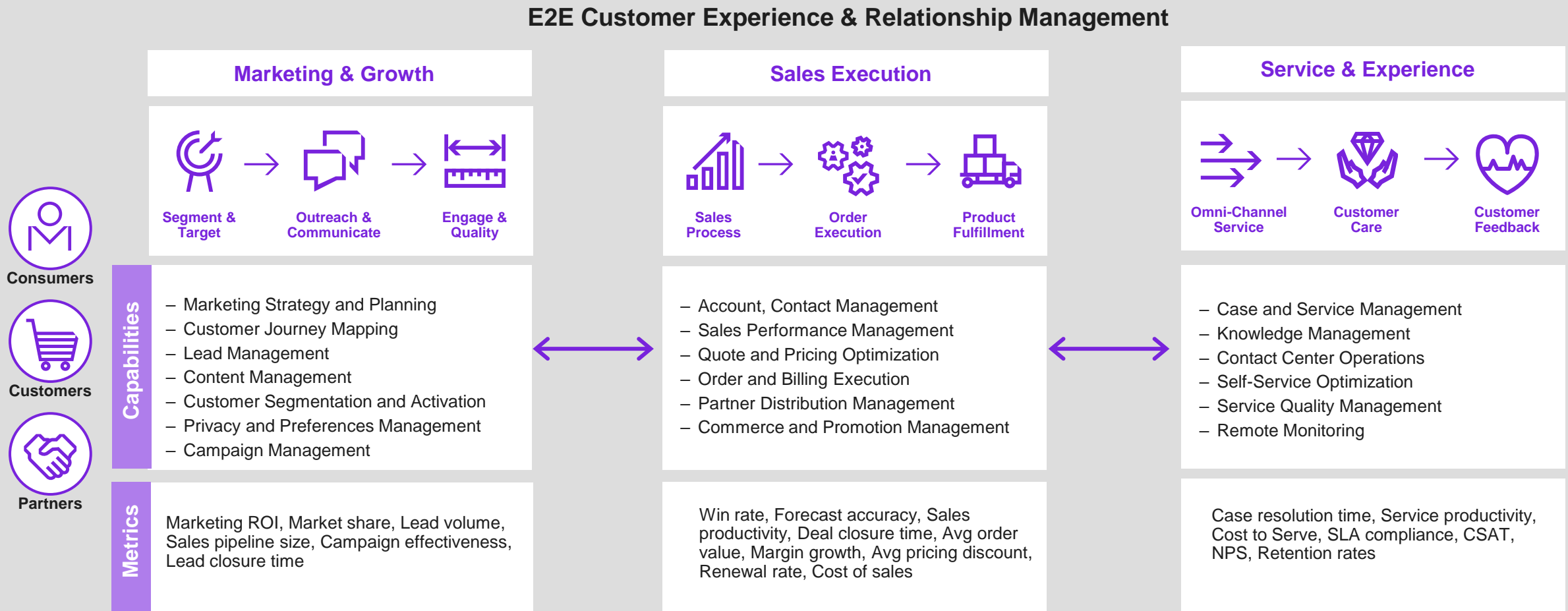
## Strategic Partnerships



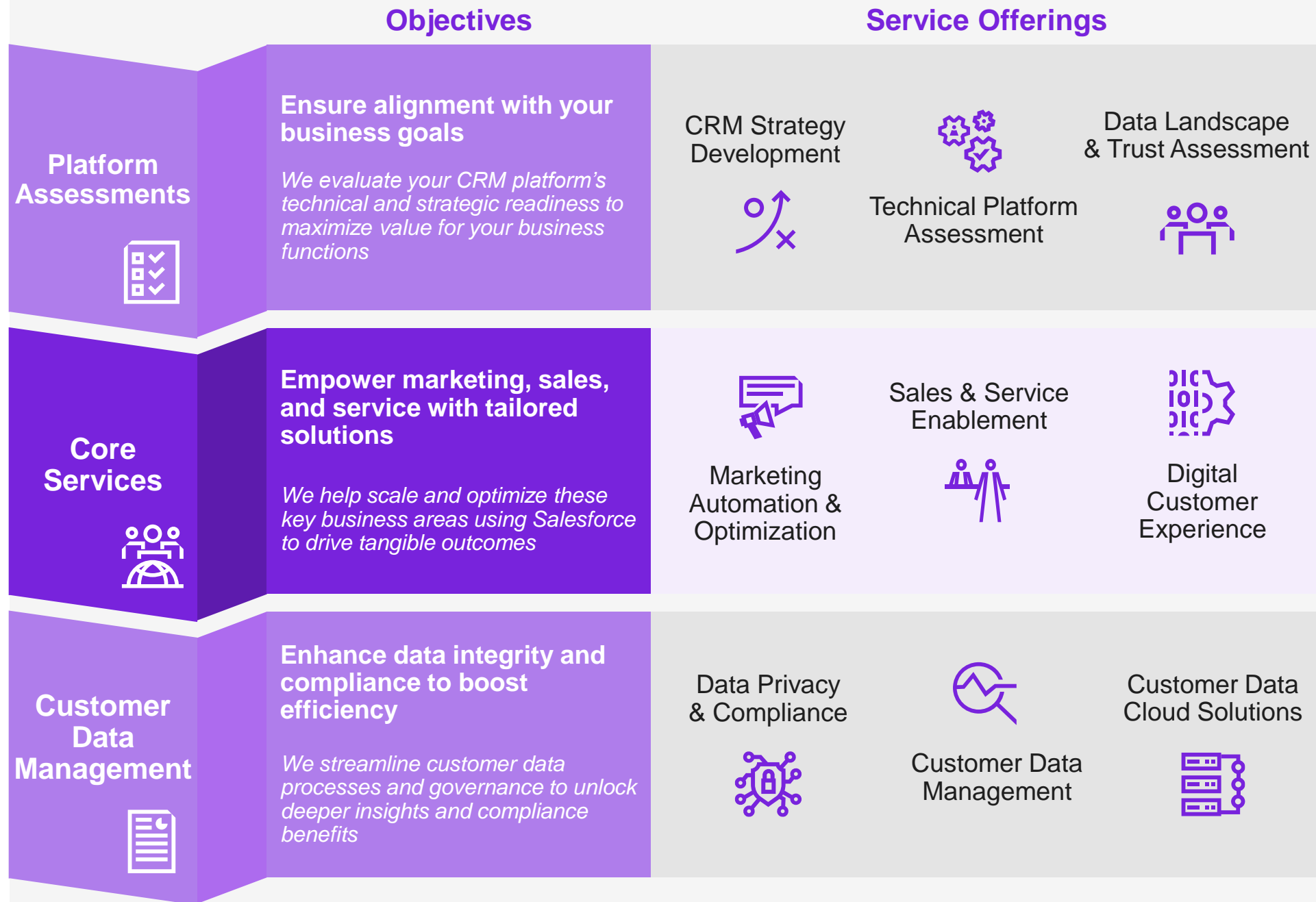
Our combined  
Kearney  
capabilities bring  
a differentiated,  
digitally enabled  
approach to  
deliver both  
immediate and  
future value



# We work across the customer value chain and service functions to optimize technology investments and create a unified digital experience

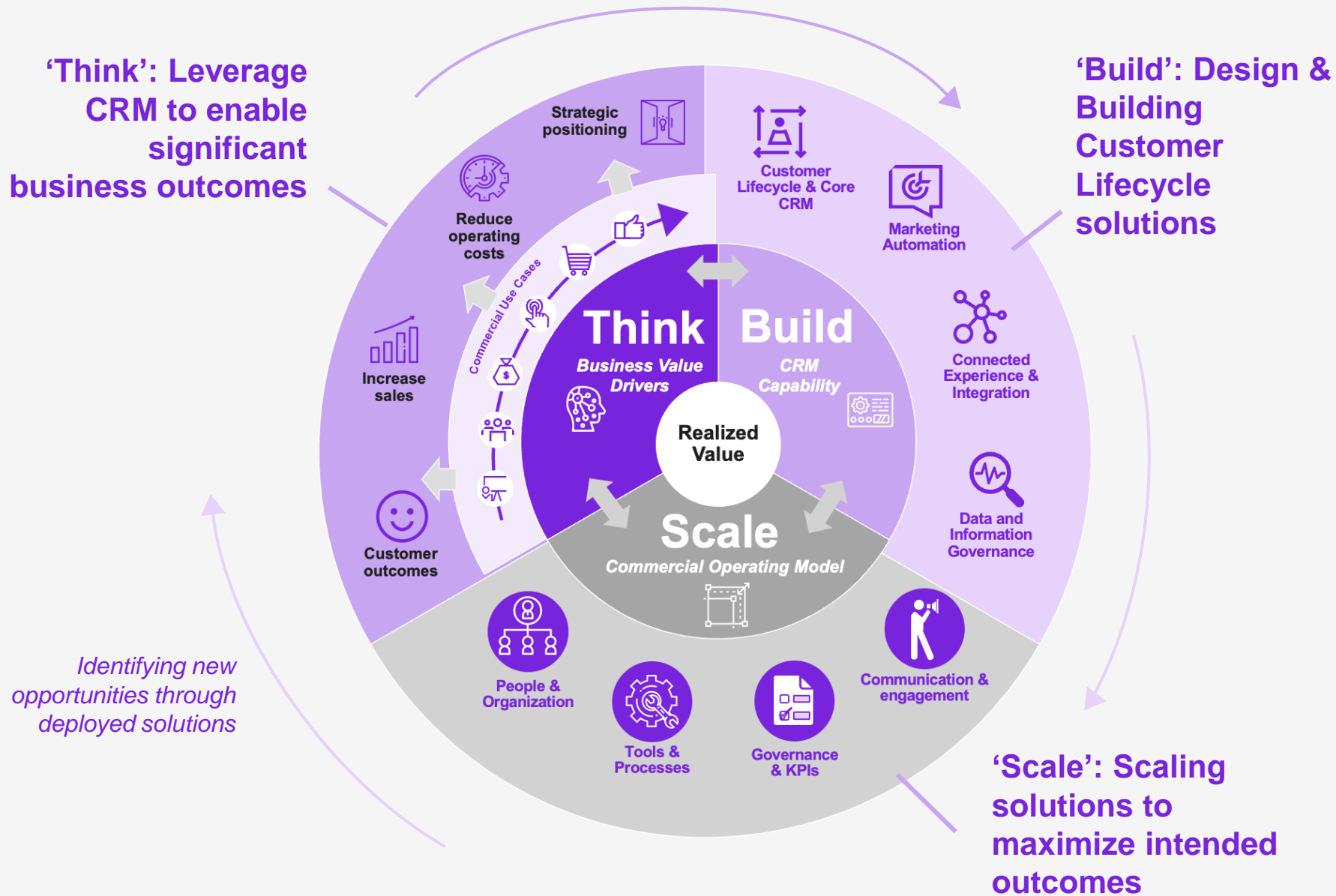


We help clients maximize their **Salesforce** investments with tailored strategies, streamlined processes, and strong data management solutions



Cervello uses a holistic framework to consider how organizations should 'Think' 'Build' and 'Scale' commercial technology capabilities, focused on maximizing business value

## Cervello Delivery Framework



# We have a strong track record in how we deliver value to our clients, rooted in our core values as an organization



## Experienced in helping organizations set and execute digital strategy

Our expertise spans across industries and leading technical platforms **enabling us to focus on finding the right approach to enact your vision.** Fostering enduring partnerships, with a focus on **empowering and cultivating business value-oriented cultures** among delivery and business teams



## Balanced approach between strategic vision and tangible outcomes

To strike a balance between strategic vision and practical results, we leverage **high-impact, effective methodologies**, emphasizing the delivery of tangible, actionable outcomes that **create substantial value**



## Experienced in cloud solutions to drive business outcomes and insights

We have **in depth experience** utilizing the **Salesforce** platform along with other leading cloud technologies to architect, design, develop and operationalize **business and customer focused solutions**



## Solutions focused on flexibility and future optionality

Our approach is holistic, ensuring **best of breed** technologies are leveraged within a **modular architecture** framework bringing you **flexibility and future optionality** as your business operates in rapidly changing landscape of technology applications



## Bespoke approach to your unique challenge

We believe in providing a **tailored approach** to ensure the **right mix of recommendations.** Following a pre-established blueprint often results in less than successful outcomes. We strike a balance focused on addressing your specific needs and operational short- and longer-term goals

*We are an entrepreneurial company that is...*



**focused** on delivering tangible results to our clients and partners



open and **honest** in all our communication



**driven** and operates with a sense of urgency



a highly **collaborative** team



**innovative** in our approach and thinks creatively about how to deliver value



**connected** and expert at developing and nurturing long term relationships



# Graveyard





REMOVE

ss & Roadmap

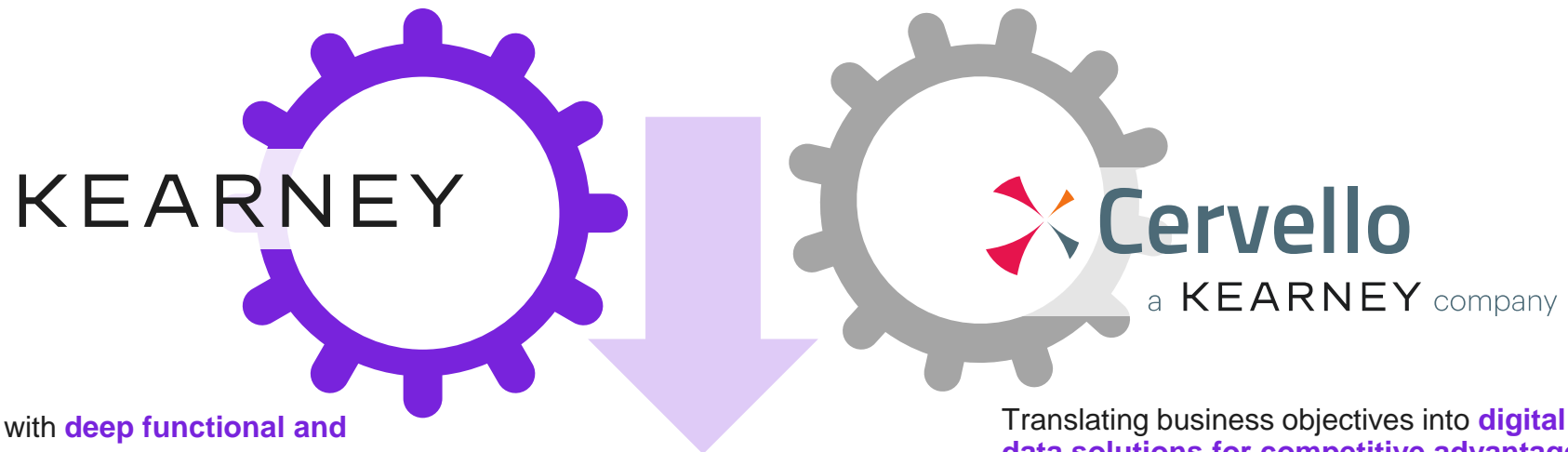
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our digital marketing  
road map.



Tier 1 Global Consulting Firm with **deep functional and industry expertise**

Design and drive **strategic transformations** that focus on **top and bottom line outcomes**

Gearbox between technical solutions and **business needs**, focused on **maximizing value** and **driven to deliver quickly**

**Advanced thinking** on how to build a **future-proof organization and operating model** that enables Data to become a true strategic topic

Translating business objectives into **digital technology and data solutions for competitive advantage**

Experts in **advising, architecting and engineering** digital solutions

Leading **cloud and on-premise business intelligence** solutions

Implementing **best-of-breed enterprise performance management**

Developing **applications, CRM and Robotic Process Automation**

### Capability Overlap

Recommending **digital and data strategies** to address client issues and realize process transformation opportunities

**Advanced Analytics** including Data modeling, algorithm and programming expertise for tailor-made solution development

### KEY BENEFITS

Ability and experience to tackle complex problems end to end

Strong combination of business and digital perspective with focus on value generation

Best practices in design, implementation, governance and training based on hands-on experience

Rapid and robust capability built across the business



Constituent  
outcomes



Increase  
Engagement



Reduce  
costs



Strategic  
positioning



Drive purpose



## Enabling Organizational Outcomes

Transforming business models, driving efficient operational outcomes and rapid value

Technology

Finance

Operations

Development

Marketing

Constituents

Across Functions  
and Industries

## Driving Transformation with Data

Digital first enabling transformation across industries, business functions and capabilities

CRM  
Intelligence

Process  
Optimization

Modern Data  
Platforms

Intelligent  
Applications

Advanced Analytics

Intelligent Planning

Enabling  
Capabilities