

15+

Years Salesforce Partnership

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

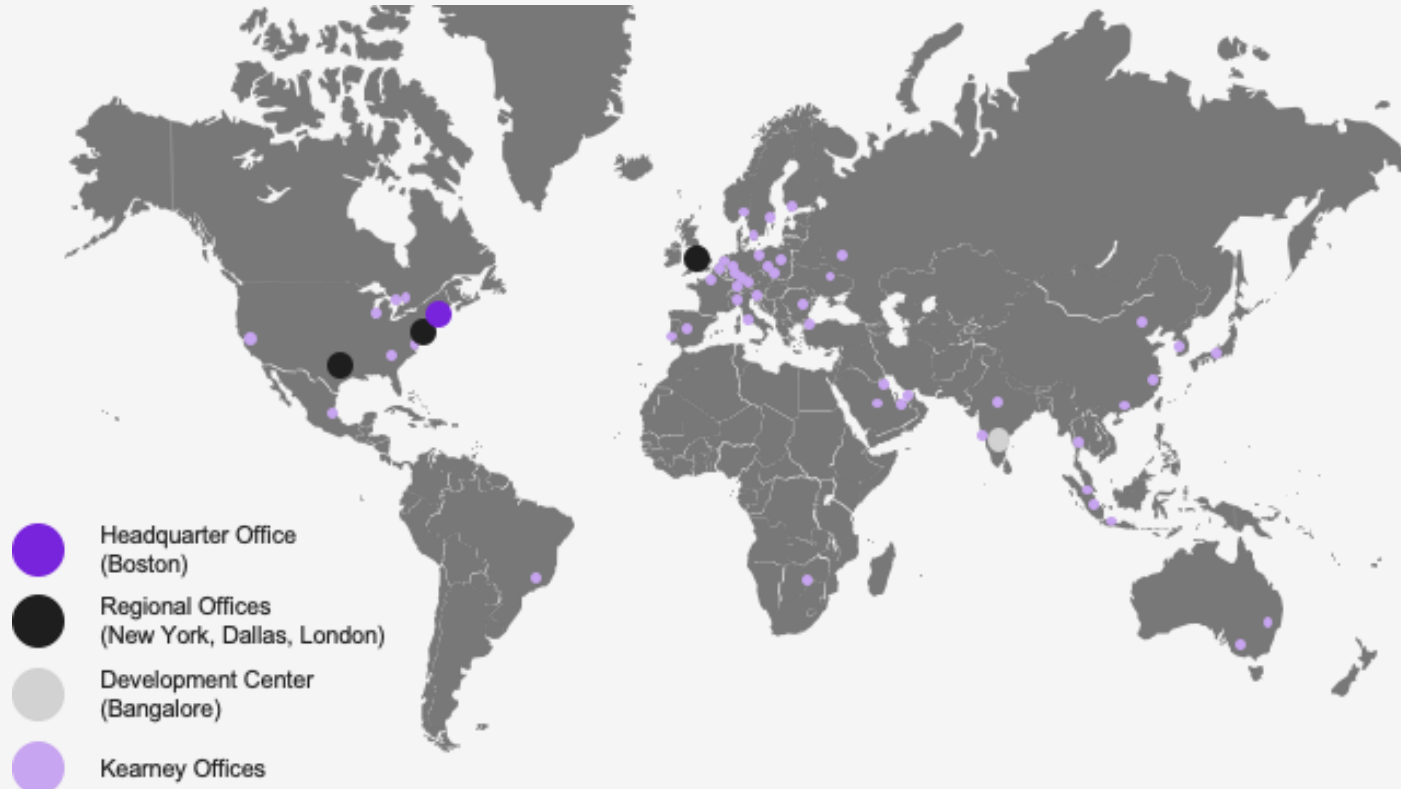
- Founded in Boston in 2009
- In 2019 acquired by Kearney, a tier 1, global management consulting firm
- 2024 integrated into a single operating unit “Digital & Analytics” to provide end-to-end consulting and digital services
- Headquartered in Boston in Seaport West

## 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



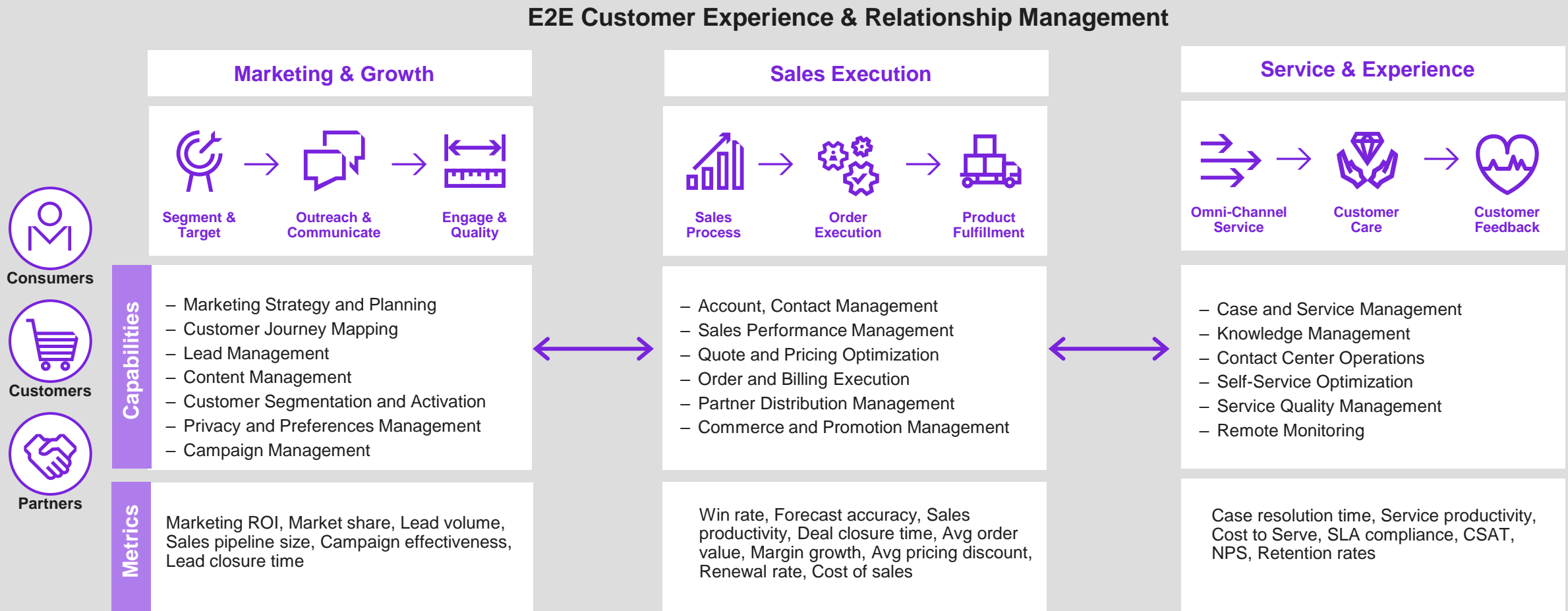
## Strategic Partnerships



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



# Cervello is a systems integrator, focused on enabling businesses to transform through digital and data-led solutions



## Salesforce Platform

We develop **Customer Relationship Management** systems for end-to-end engagement

## Data

We **advise, architect & engineer** data management solutions on leading **cloud and on-premise business intelligence** solutions

## Artificial Intelligence

Unlocking **practical, commercially-viable AI** solutions to deliver real business value

### Digital Experience

*Audience Engagement*

*Customer Experience*

*User Experience Digital Design*

### Sales & Marketing Solutions

*Sales Relationships*

*Marketing Automation*

*Intelligent Marketing*

### Integrated Planning

*Sales & Marketing Planning*

*Territory Planning*

*Planning Strategy & Implementation*

### Data Strategy

*Strategy Assessments & Roadmaps*

*Data Governance Strategy*

*Data Operations Strategy*

### Modern Data Solutions

*Cloud Data Migrations*

*Data Warehouse Modernization*

*Data Architecture Transformation & Modernization*

### Advanced Analytics

*Data Visualization & Insights*

*Data Science, AI, & Machine Learning*

### Value First Approach

*Commercial Goal Alignment*

*Value Realization Assurance*

*Use Case Development W/ ROI Linkage*

### Scalable AI Enablement

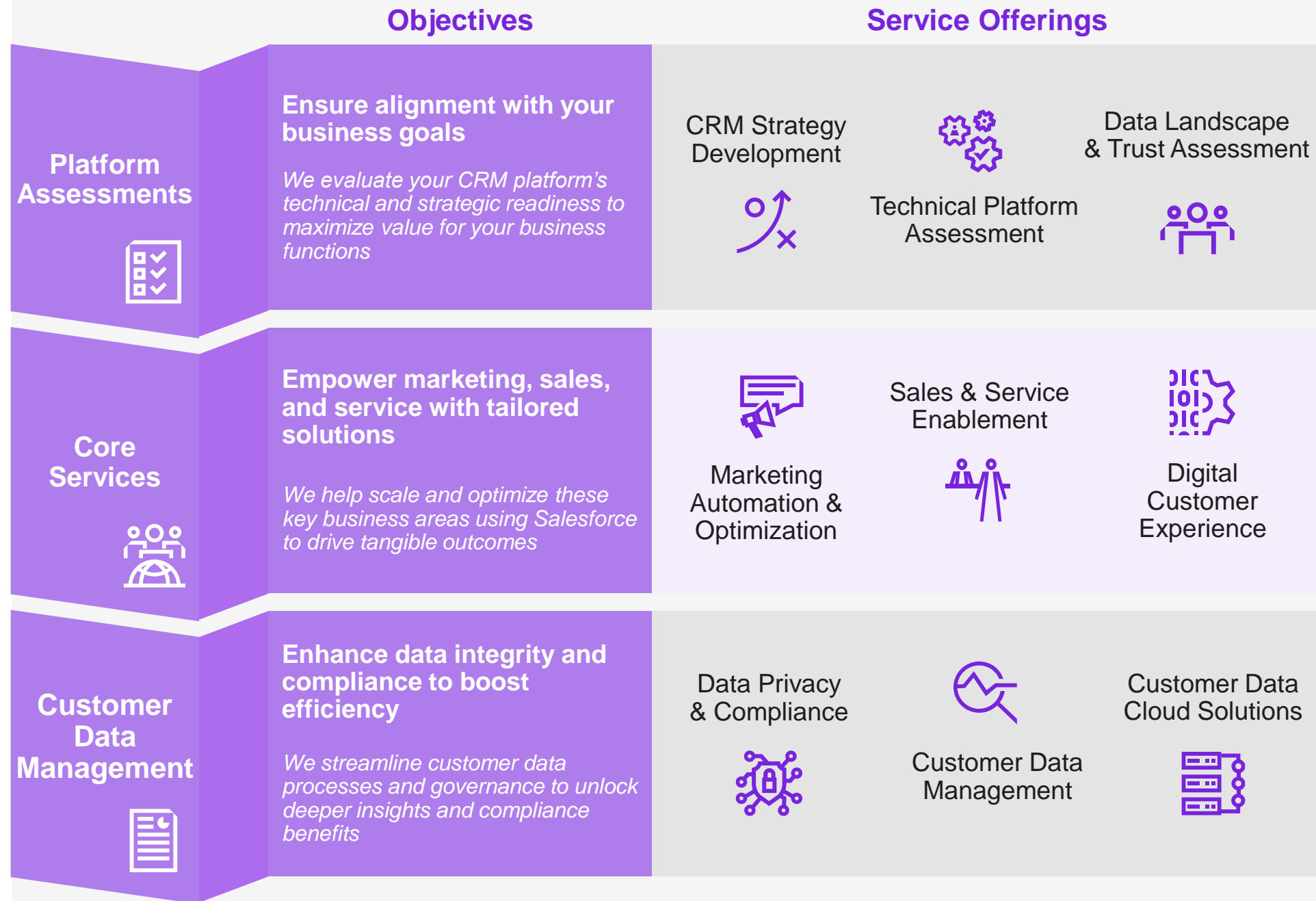
*Embed AI in workflows*

*Strengthen Data & Tech Stack*

*Govern for Risk & Results*

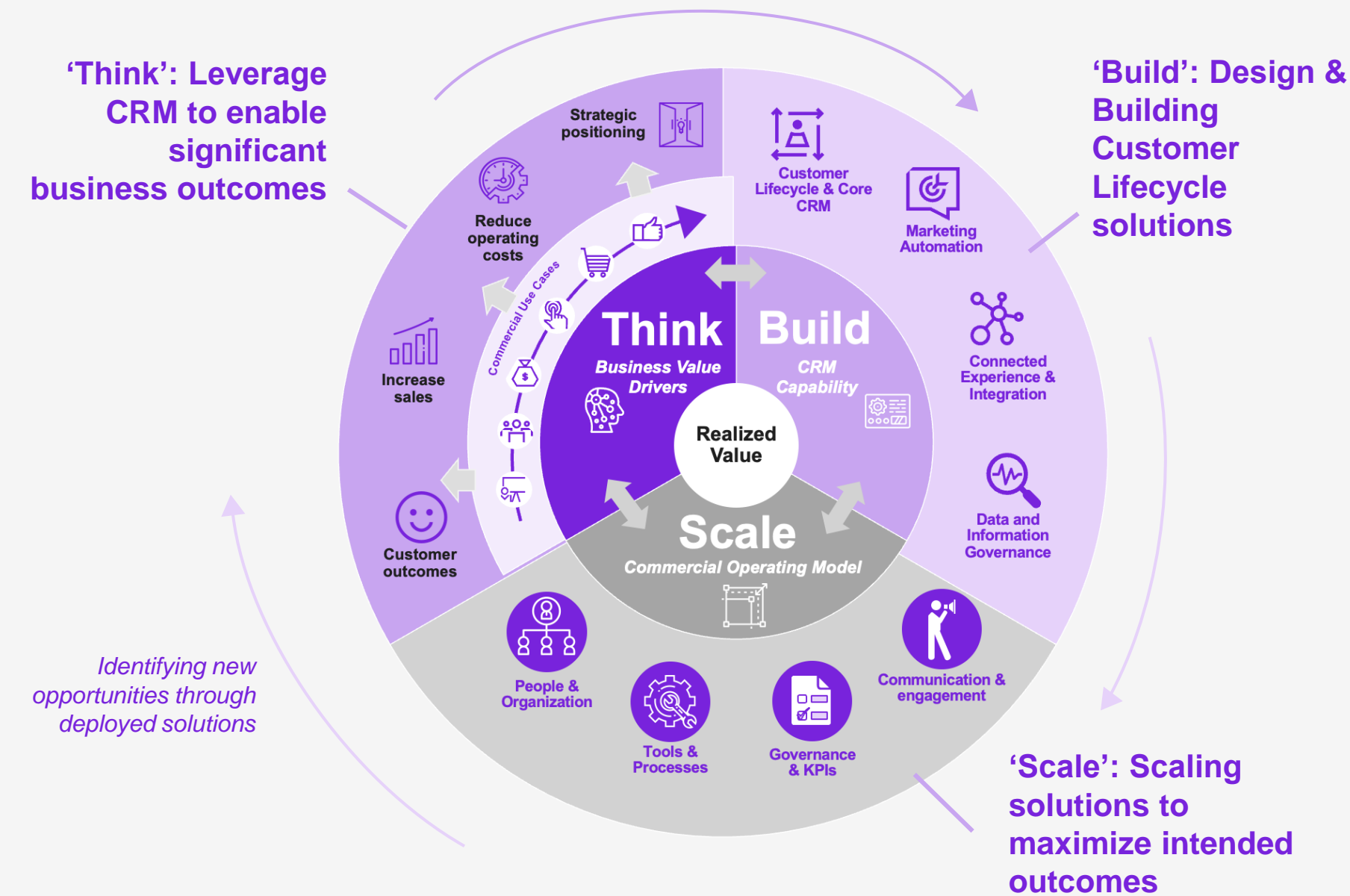


We help clients maximize their **Salesforce** investments with tailored strategies, streamlined processes, and strong data management solutions



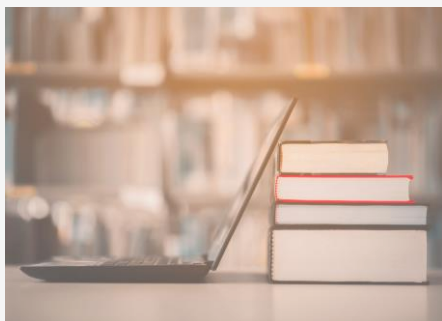
Cervello uses a holistic framework to consider how organizations should 'Think' 'Build' and 'Scale' commercial technology capabilities, focused on maximizing business value

Cervello Delivery Framework



**Our functional industry expertise is combined with proven technology solution delivery to drive a differentiated outcome.**

## Higher Education



**Our expertise in Education** enables institutions to optimizing critical processes and program effectiveness; from recruitment, admissions, alumni engagement, and an overall enhanced student, faculty, and staff experience.

### Our core capabilities address:

- Unified Student Lifecycle Management
- Optimized Operational Efficiency
- Enhanced Experience & Engagement
- Data Security & Privacy & Compliance

## Financial Services



**Our expertise in Financial Services** enables institutions to realize their digital transformation goals by delivering scalable secure, data-driven solutions for enhanced customer experiences and operational efficiency.

### Our core capabilities address:

- Unified Client Experience
- Regulatory Compliance & Reporting
- Operational Modernization
- Data Security & Privacy

## Non-Profit



**Our expertise in Non-Profit** enables institutions to build lasting relationships with their constituents, through personalized donor journeys and engagement, automating manual processes and tracking program effectiveness.

### Our core capabilities address:

- Optimized Fundraising & Engagement
- Enhanced Operational Efficiency
- Demonstrable Impact & ROI
- Secure Constituent Data Management

## Hospitality



**Our expertise in Hospitality** enables market leaders to deliver exceptional and personalized guest experiences, through targeted marketing, seamless service delivery, deep analytics and secured data management.

### Our core capabilities address:

- Elevated Guest Experience & Loyalty
- Streamlined Operations
- Data-Driven Guest Engagement
- Data Security & Privacy & Compliance

# 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



## *Win With Data*

At Cervello we deliver business value through strategic technology in an era of unprecedented digital disruption. Our ability to rapidly and creatively co-create, design and build innovative data and digital solutions to solve a range of business problems gives us, and our clients, a competitive advantage.