

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

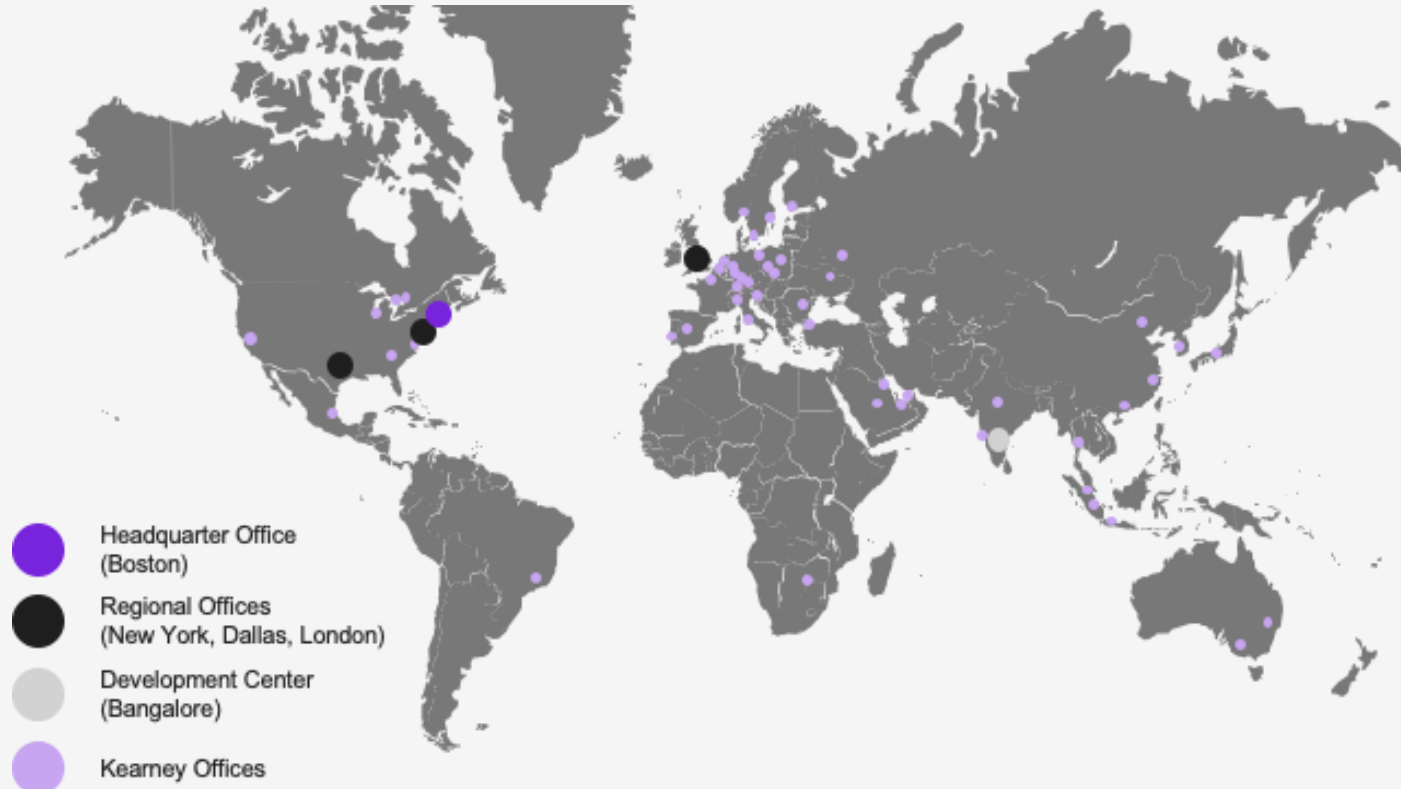
- Founded in Boston in 2009
- In 2019 acquired by Kearney, a tier 1, global management consulting firm
- 2024 integrated into a single operating unit “Digital & Analytics” to provide end-to-end consulting and digital services
- Headquartered in Boston in Seaport West

Capabilities

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

About Cervello

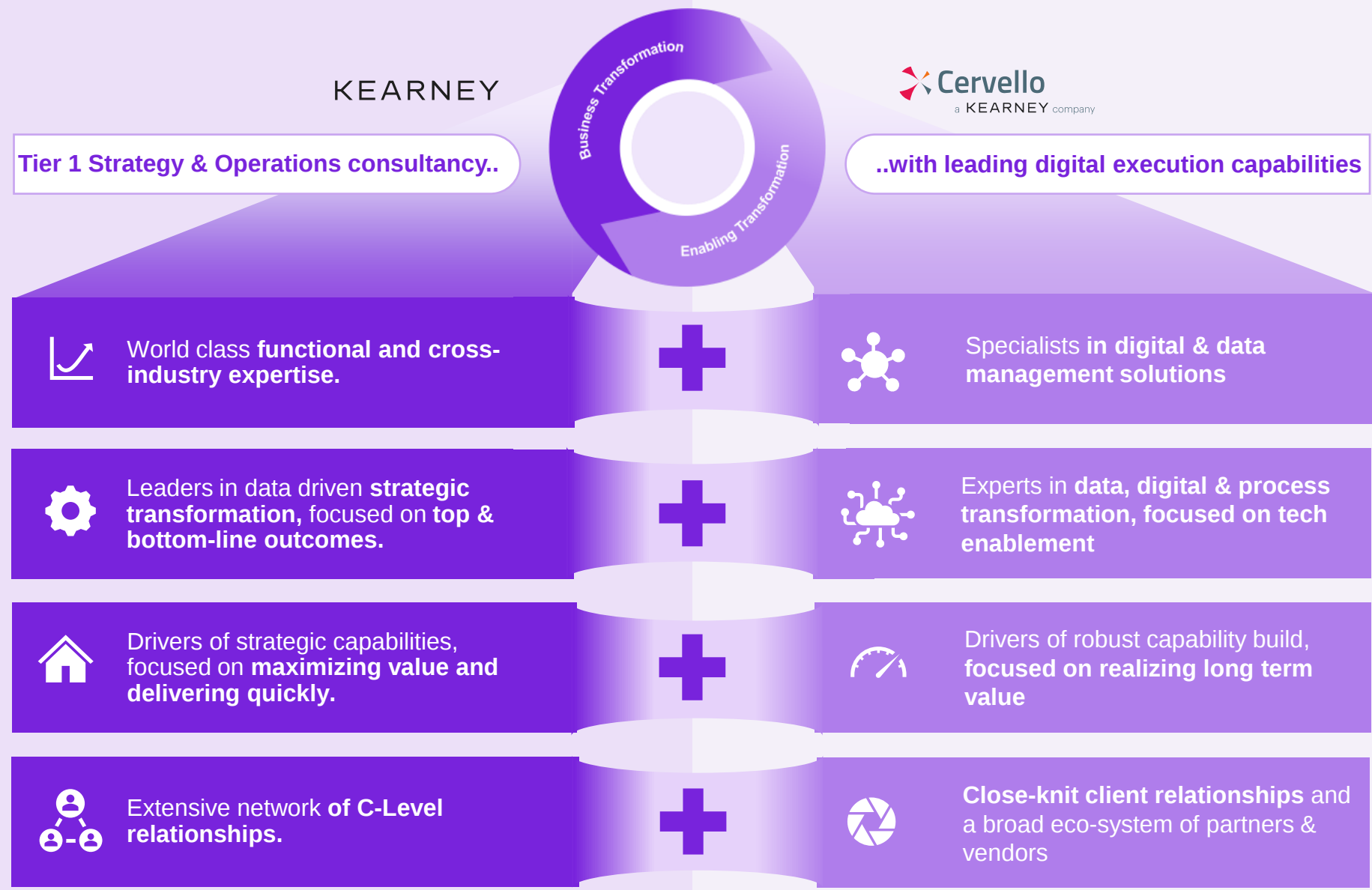
We are a professional services firm focused on helping organizations **win with data**. We have a **global presence** with an ability to service customers across **industries**. We are organized around three practices that are under pinned by our expertise in **digital and analytic** solutions



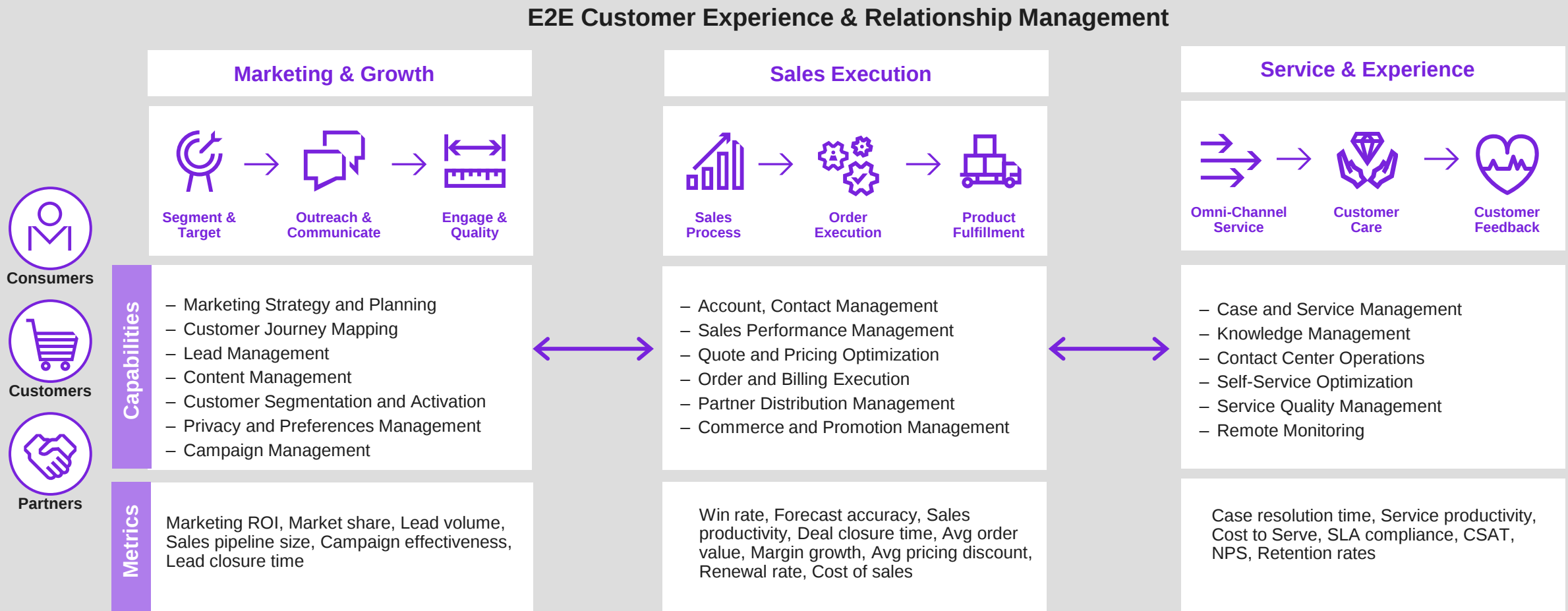
Strategic Partnerships



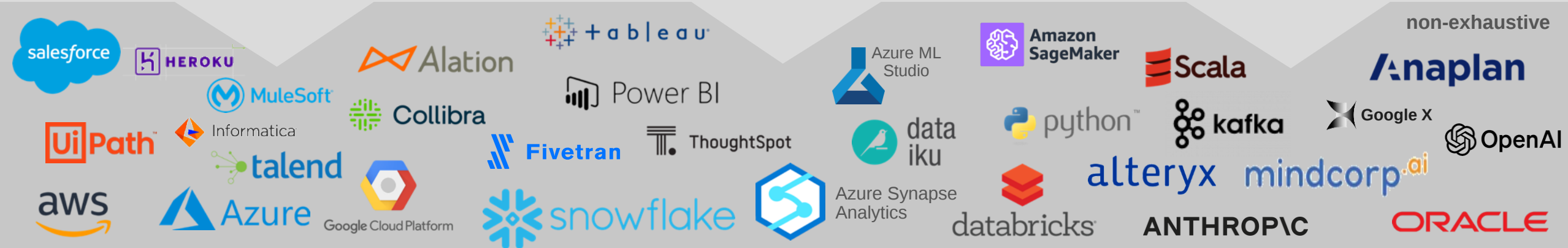
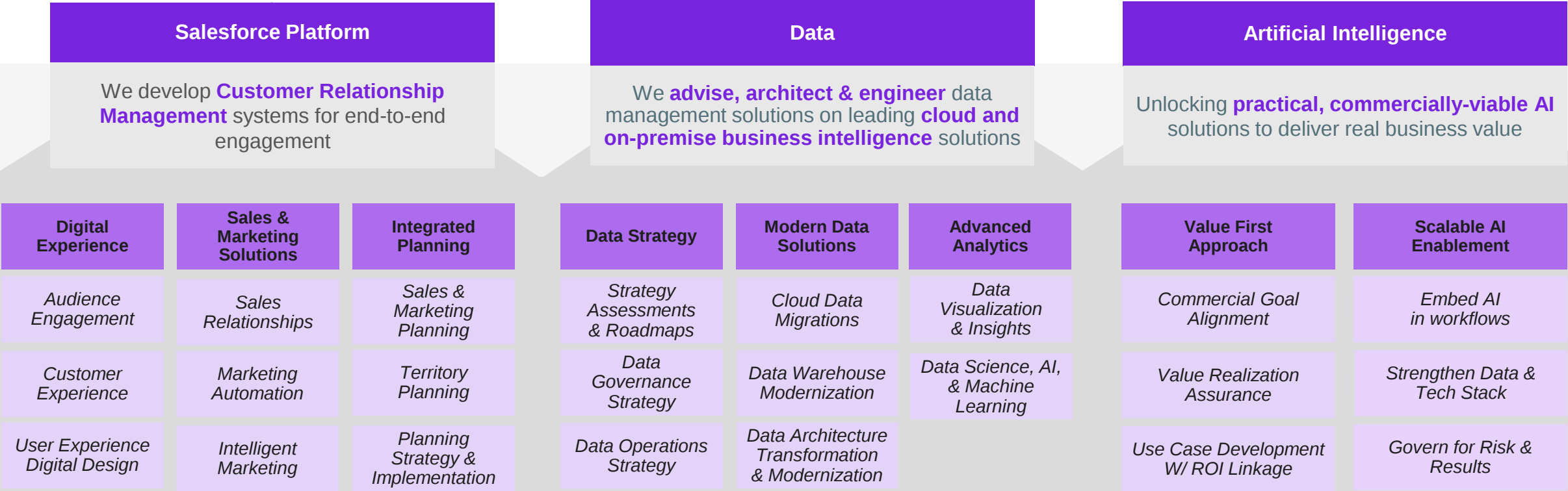
Our combined
Kearney
capabilities bring
a differentiated,
digitally enabled
approach to
deliver both
immediate and
future value



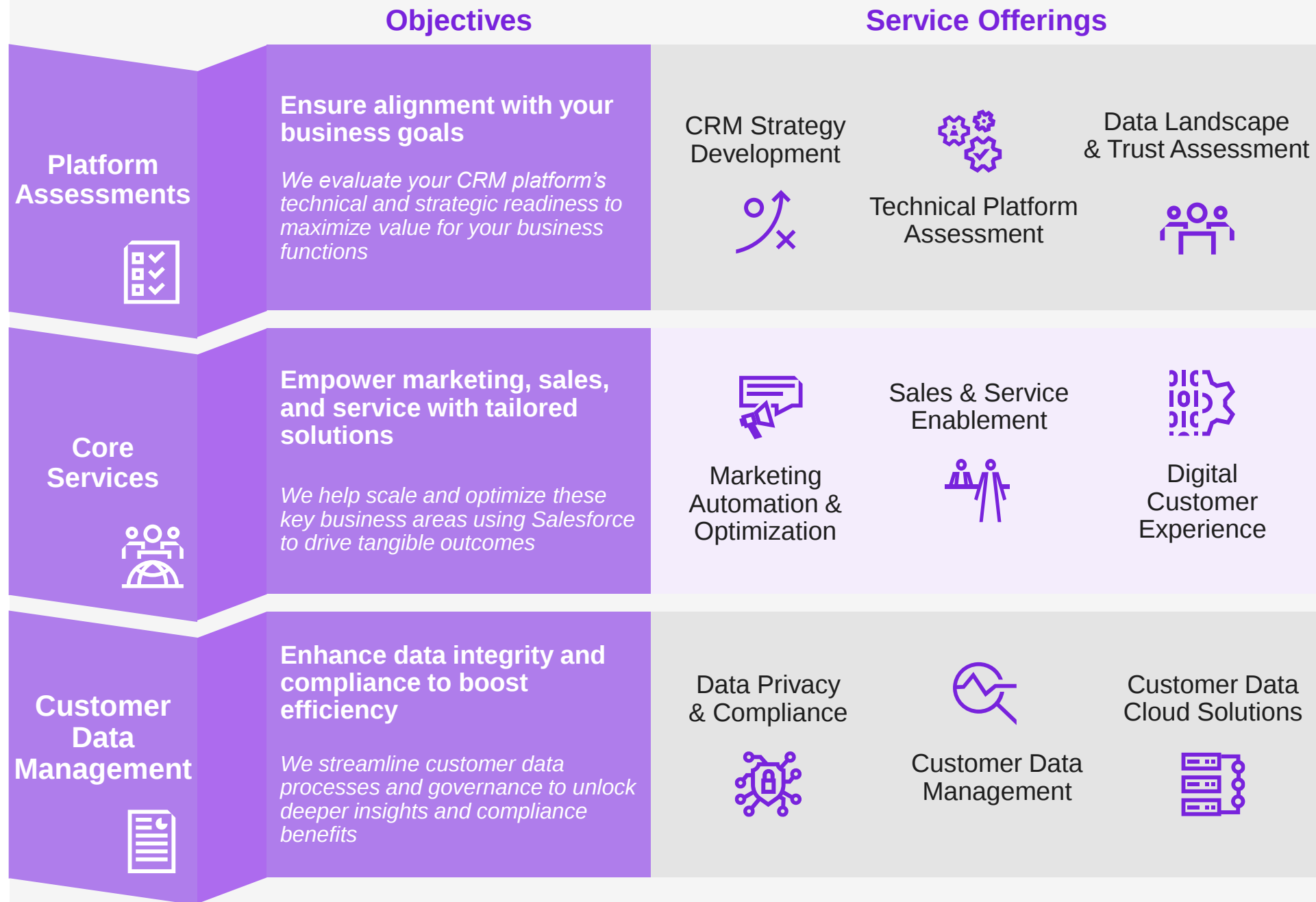
We work across the customer value chain and service functions to optimize technology investments and create a unified digital experience



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

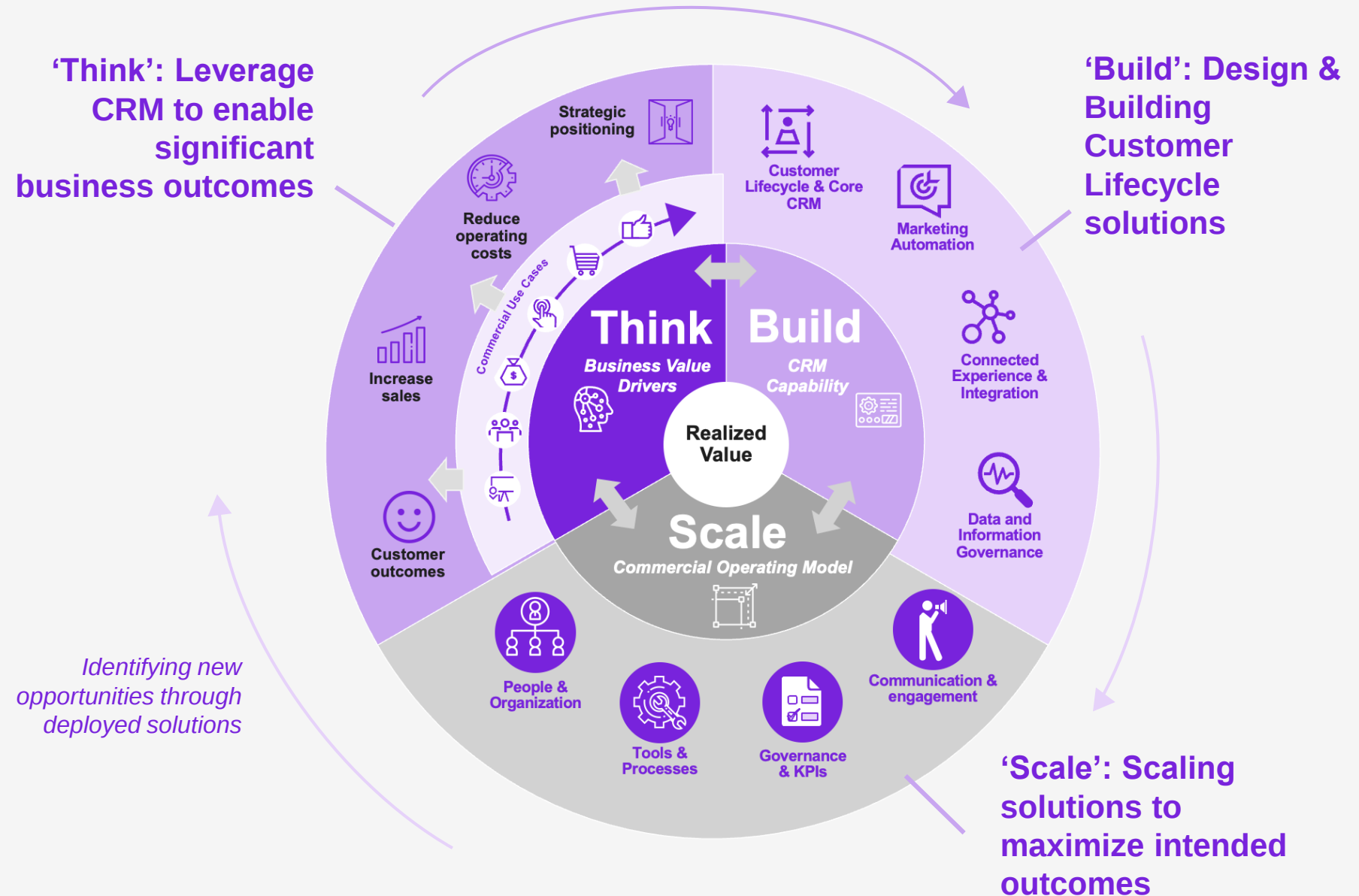


We help clients maximize their **Salesforce** investments with tailored strategies, streamlined processes, and strong data management solutions



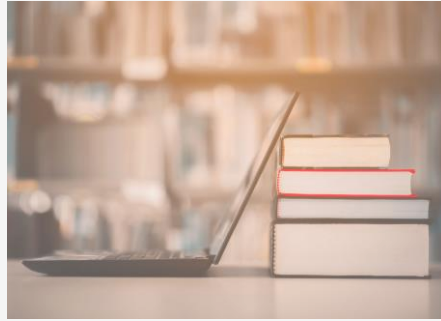
Cervello uses a holistic framework to consider how organizations should 'Think' 'Build' and 'Scale' commercial technology capabilities, focused on maximizing business value

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



**CREST
PARTNER**
Since 2009



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.