

TECHNOLOGY SERVICES

WHY SALESFORCE IS OUR PLATFORM OF CHOICE

POWERING INNOVATION, EFFICIENCY, AND GROWTH FOR OUR CLIENTS

As a modern technology services provider, we are committed to delivering innovative solutions that modernize operations, enhance customer engagement, and drive measurable business outcomes.

That's why Salesforce is our platform of choice. With its unmatched capabilities, scalability, and industry-leading innovation, Salesforce empowers us to build solutions that help our clients stay ahead of the competition.

THE SALESFORCE ADVANTAGE

UNMATCHED SCALABILITY, FLEXIBILITY, & EXTENSIBILITY

Salesforce provides a robust, cloud-based infrastructure that scales effortlessly with your business. Unlike legacy systems or custom-built platforms, the ease of modifying configurations in Salesforce – via clicks, not code – allows businesses to quickly respond to market or internal changes, ensuring that systems evolve alongside business requirements. Salesforce allows businesses to grow without the constraints of outdated technology, making it ideal for companies of all sizes.

A 360-DEGREE CUSTOMER VIEW

Salesforce consolidates customer data from multiple touchpoints, delivering a single, real-time source of truth. Businesses gain a comprehensive view of their customers, enabling more personalized interactions, better service delivery, and more effective sales strategies. Whether you use Salesforce as your core platform or integrate it into your existing ecosystem, the ability to unify and leverage customer data is a game-changer.

A UNIFIED, CONNECTED ECOSYSTEM

Salesforce's robust API and integration tools make it easy to connect with both cloud-based and on-premises systems. With Salesforce, businesses can break down data silos and create a single source of truth for customer, partner, and operational data. The platform seamlessly integrates with thousands of third-party applications, ensuring a smooth flow of information across departments and enhancing decision-making.

CONTINUOUS INNOVATION & SECURITY

Salesforce invests billions annually in research and development, ensuring that its customers benefit from the latest AI-driven insights, automation capabilities, and security enhancements. Other platforms struggle to match Salesforce's pace of innovation and enterprise-grade security protocols.

INDUSTRY-SPECIFIC SOLUTIONS & COMPLIANCE

Unlike generic software solutions, Salesforce offers tailored products for industries like insurance, financial services, healthcare, and manufacturing. Its compliance-ready infrastructure ensures that businesses meet regulatory requirements effortlessly while leveraging industry best practices.

AI & AUTOMATION AT THE CORE

Salesforce's AI-powered capabilities, such as Einstein AI, enable businesses to automate repetitive tasks, personalize customer interactions, and extract meaningful insights from data. Point-and-click workflow builders allow you to roll out process automation with ease. Competing platforms often lack this depth of embedded AI and customization functionality, requiring costly add-ons or third-party tools.

FUTURE-PROOF YOUR TECHNOLOGY INVESTMENTS

Salesforce is built to evolve. With its low-code/no-code development capabilities, regular feature updates, and a vast community of developers, Salesforce ensures that businesses stay future-ready without the need for constant redevelopment.

PARTNER WITH US FOR A FUTURE-READY SALESFORCE SOLUTION

As a trusted Salesforce partner, we help businesses harness the full potential of the platform to drive efficiency, innovation, and customer success. Whether you're looking to implement, optimize, or scale your Salesforce solution, we are here to guide you every step of the way.

*Let's build the future—
on Salesforce.*



WHY SALESFORCE IS OUR PLATFORM OF CHOICE



WHY OUR CLIENTS CHOOSE SALESFORCE OVER OTHER PLATFORMS

Salesforce is an enabler of business transformation. Whether you're using another system or have no CRM in place, Salesforce can integrate seamlessly into your operations, enhancing customer visibility, automating workflows, and driving cost efficiency. With its open architecture and pre-built integrations, businesses can adopt Salesforce incrementally, leveraging its capabilities alongside existing technologies without a complete system overhaul.



SALESFORCE FEATURE COMPARISON

| FEATURE | SALESFORCE | MICROSOFT DYNAMICS 365 | SAP CUSTOMER EXPERIENCE | ORACLE CX |
|---|------------|------------------------|-------------------------|-----------|
| Scalability | ✓ | ✓ | ✓ | ✓ |
| Cloud-Based Infrastructure | ✓ | ✓ | ✓ | ✓ |
| Industry-Specific Solutions | ✓ | ✓ | ✓ | ✗ |
| AI & Automation (Embedded AI) | ✓ | ✓ | ✗ | ✗ |
| App Ecosystem & Marketplace | ✓ | ✗ | ✗ | ✗ |
| Security & Compliance | ✓ | ✓ | ✓ | ✓ |
| Low-Code / No-Code Customization | ✓ | ✓ | ✗ | ✗ |
| Innovation and R&D Investment | ✓ | ✓ | ✗ | ✗ |
| Customer Support & Community | ✓ | ✓ | ✗ | ✗ |
| Total Cost of Ownership (Lower IT Overhead) | ✓ | ✗ | ✗ | ✗ |

For more information about our services, visit www.sikich.com.

SIKICH'S PURPOSE-DRIVEN SALESFORCE SOLUTIONS

Sikich Digital Front Door Solutions

Salesforce Accelerated AI Journey

Salesforce Financial Services Cloud Accelerator

Salesforce HeadStart for Insurance

Salesforce HeadStart for Private Equity

Salesforce Manufacturing Cloud QuickStart

Salesforce Project Management Tool

Salesforce Security & Compliance Rapid Assessment

Industry-Specific Portal Solutions

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