



Clean builds.
No buzzwords.
Real results.

Lenticular Solutions helps growing businesses turn spreadsheet-heavy workflows, scattered ticket and event data, and vendor or customer handoffs into practical Salesforce systems their teams can trust. We are a right-sized partner for SMB opportunities that need senior implementation help, thoughtful automation, and AI applied with purpose.

Where we help

- Operational discovery and process cleanup for growing SMB customers
- Salesforce configuration, flows, permissions, and data model design
- Experience Cloud portals for vendors, customers, members, or partners
- Integrations across forms, ticketing, ecommerce, communications, and partner tools
- Thoughtful AI use cases tied to real workflows, data quality, and adoption

Relevant work

- Helped a rapidly scaling national event business improve workflows in Salesforce
- Replaced spreadsheet-driven processes with structured Salesforce records and automation
- Created an Experience Cloud vendor portal experience for thousands of vendors
- Connected external systems so ticket sales and operational data flow into Salesforce
- Supported association and event-space models with vendors, members, sponsors, and attendees

When to bring us in

- The customer has momentum, but the operational backend is messy
- The SE team needs a credible implementation partner after discovery, demo, or solutioning
- The opportunity includes portals, vendors, ticketing, memberships, events, or operational data
- Salesforce is in place, but adoption or automation gaps limit value
- AI needs to connect to actual business process

Why Lenticular

- Small, senior, and practical to work with
- Strong fit for event, association, vendor portal, and scaling operations use cases
- Anthropic-certified partners with a grounded, process-first approach to AI
- Focused on usable systems, clean handoffs, and long-term adoption
- Available for direct intros, scoped implementation support, and partner conversations

Best-fit referral

SMB customers with real operational complexity: event businesses, associations, membership organizations, vendor networks, and growing teams ready to make Salesforce the trusted place for their work.

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