



## Case Study | Glue Networks

**Industry:** Cloud Computing

**Location:** Sacramento, CA

**Project:** Service Cloud Implementation

### Company Overview

Glue Networks develops intelligent automation and networking applications for Software-Defined Wide Area Networks. Their products focus on providing simple and affordable ways to quickly extend complex corporate networks to remote branch offices. Glue Networks delivers high-security, high-bandwidth, and real-time applications that are required in today's workforce.

### The Challenge

Glue Networks was looking to implement Salesforce Service Cloud and migrate their customer service platform from FogBugz to Salesforce. Glue Networks wanted to create a "Single Pane of Glass" structure in Salesforce that would allow all information to be accessible by their Sales, Service Delivery, Finance, and Executive teams. Glue Networks also needed a trouble ticketing system where they could create, manage, track, and report on their customer inquiries. It was important to Glue Networks that they work with a Salesforce partner who had a high level of Salesforce experience, offered an affordable solution, and who they had confidence would get the job done correctly and on time.

### How We Helped

StarrData began the Service Cloud implementation process by conducting discovery calls with Glue Networks to dive into all of Glue Networks' specific Salesforce requirements and gain a complete understanding of Glue Networks' business processes. After learning about Glue Networks and their Salesforce needs, StarrData created a Solution Design Document, which laid out the modifications we planned to make in Salesforce. StarrData reviewed this document with Glue Networks, and once we received approval, we began implementing those customizations. We added security measures by creating a closed-sharing model, which gives their Salesforce administrator the ability to control user access. We also created customer profiles and set up email and web-to-case, auto-response rules, the Service Cloud Agent Console, and entitlement management.

Once StarrData completed the customizations and reviewed them with Glue Networks, we held separate training sessions to train them on general usage, Service Cloud reporting, and how to administer Salesforce. In addition to training sessions, we also provided Glue Networks with Post Implementation Support for 3 months. During this time, we were available to make any necessary changes or modifications to their Salesforce.

***"Our experience with StarrData was great from the very start. StarrData quickly understood the solution we needed to build and were able to configure Salesforce with the needed functionality quickly and with only minimal requirements input from the Glue team. We got a very well designed solution targeted toward our exact needs in a short period for a very reasonable price. Great job, thank you!"***

*- Tamara Gordon, Vice President of Service Delivery, Glue Networks*

### Results

- Glue Networks is migrated off of FogBugz and is using Salesforce with ease
- Glue Networks has a "Single Pane of Glass" model and their customer activity is accessible by all of their teams
- Salesforce is able to integrate with Glue Networks' trouble ticketing system and marketing automation system, making it easy for Glue Networks to work with their service delivery partners
- Post Implementation Support allowed Glue Networks to contact StarrData with any changes they wanted to make after having time to become familiar with Salesforce

**Want to see these kinds of results for yourself? Give us a call today at (888)391-4493 x103.**

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