

Kick-Start Your Vision

THE NEXT CLOUD BASED SUCCESS STORY



Contents

SALESFORCE & CRM PRACTICE GROUP	3
MARKETING & CAMPAIGN MESSAGE ORCHESTRATION	4
FORCE.COM & ISV PARTNER – INTEGRATED COLLABORATION & CAMPAIGN MANAGEMENT	4
MARKETING & OPERATIONAL MESSAGE ORCHESTRATION	5
<i>SALESFORCE1 APPLICATION- CAMPAIGN MANAGEMENT</i>	5
VOICE OF CUSTOMER FEEDBACK & SURVEY EXECUTION	6
FORCE.COM & APP EXCHANGE- SURVEY MANAGEMENT	6
ONE VIEW INTERACTION AND ENGAGEMENT ANALYTICS	7
FORCE.COM DEVELOPMENT: ENQUIRY WIZARD DEVELOPMENT	7
FORCE.COM DEVELOPMENT: UNIVERSITY MANAGEMENT SYSTEM	8
CRM & OPERATIONAL MESSAGE ORCHESTRATION	9
INTEGRATIONS: ERP – SAP	9
INTEGRATIONS: PBX – ASTERISK	10
UI CUSTOMIZATION: CUSTOM CALL REPORTS IMPLEMENTATION	11
PARTNER AND DISTRIBUTOR FACING PORTAL	12
UI CUSTOMIZATION: SALESFORCE COMMUNITIES IMPLEMENTATION	12
DOCUMENT AND FILE MANAGEMENT ORCHESTRATION	13
FORCE.COM APPS: GOOGLE DRIVE	13
ABOUT KICK-START CLOUD VENTURES	14



SALESFORCE & CRM PRACTICE GROUP

OVERVIEW:

Kick-Start Cloud Ventures, an OMI subsidiary, is a consortium of cloud application developers and service providers with 15 years of experience delivering software platforms in the cloud. Our service model allows our customers and partners to immediately benefit from an existing deployment of infrastructure, innovative service delivery models, and a proven application development framework.

Our Salesforce and CRM Practice Group is made up of multiple disciplines including: user experience, technology, sales, marketing, and analytics. Our ability to provide full lifecycle development services associated with Salesforce, Force.com, AppExchange, CRM and third party ecosystems spans over six years. We offer a proven delivery model that adheres to best practices, methodologies and agile processes.

Establishing new cloud-based services often requires large capital investments that limit emerging companies from cashing in on the cloud. Delays in development and mismanaged deployment often douse the ability to effectively compete. That's where we come in.

TECHNOLOGY FOCUS:

We are experts in JavaScript, AJAX, jQuery, and all modern development frameworks, and we provide Salesforce implementation and integration services with other market-leading cloud services and applications. Utilize our team of software developers, quality assurance engineers, managers, business analyst and solutions architects to kick-start your vision and build the “Next Cloud Based Success Story”.

RESULTS:

Our team has implemented over 180 Salesforce and CRM integrations. We have served both customers and partners in the research, development, monetization and execution of technology that drives the new cloud economy. We offer a 100% guarantee of all our services and look forward to working with your company.



MARKETING & CAMPAIGN MESSAGE ORCHESTRATION

FORCE.COM & ISV PARTNER – INTEGRATED COLLABORATION & CAMPAIGN MANAGEMENT

BUSINESS CASE:

This client had desire to connect with the [Salesforce.com](https://www.salesforce.com) ISV Partner program to allow leads, contacts and campaign information residing in Salesforce to be used for integrated campaign creation, collaboration and delivery via an external cloud service. Complete visibility was required to allow campaign creators to share information related to campaigns, contributors, marketing assets, content ratings, activities, schedules and updates via Salesforce chatter groups. All activity and reporting was to be available native Salesforce for results and dashboard reporting in addition to business intelligence in the external cloud platform.

BUSINESS SOLUTION:

This customer has extensive knowledge of customer communications management and cloud services, as well as familiarity with Salesforce. They utilized our application development expertise and ability to assist in rapidly launching the application from design, testing, security review and application publish for commercial use within the Salesforce AppExchange and Marketplace. Our knowledge of [force.com](https://www.salesforce.com) and ISV Partner Program processes allowed the customer to quickly integrate the two cloud platforms and monetize Salesforce data associated with leads, contacts and opportunities and extend integrated marketing campaign functionality not currently available to standard Salesforce user community.

BUSINESS VALUE:

Customer extended services in a three tier model; Tier 1: to existing clients utilizing Salesforce both as a CRM and their own cloud communication service. Tier 2: to create a new sales channel and commercial consumption within the Salesforce community. Tier 3: for improved internal marketing operations associated with their own Salesforce/CRM initiatives currently housed in Salesforce, by streamlining complicated integrated campaign management associated with their brand and delivered through their own cloud service offering utilizing lead, contact and opportunity data in Salesforce.



MARKETING & OPERATIONAL MESSAGE ORCHESTRATION
SALESFORCE1 APPLICATION- CAMPAIGN MANAGEMENT

BUSINESS CASE:

This customer is currently utilizing Salesforce.com native campaign functionality for marketing. Data collection and external campaign supporting data is manually updated and processed through required fields residing in external Excel spreadsheets. The business case is to streamline important campaign data and events directly into Salesforce to eliminate excel data entry and other disparate data sources.

BUSINESS SOLUTION:

Our recommendation was to utilize the Salesforce1 mobile application to accomplish the above business case. To streamline and eliminate the current Excel spreadsheet workflow, we applied a process specific approach to campaign views, custom searches, and other campaign layouts. The user experience and ease of adoption were two key factors in the decision to recommend and utilize Salesforce1 to replace current approach. Business users can now utilize mobile and tablet devices running IOS or Android version to easily update external data associated across all marketing campaigns.

BUSINESS VALUE:

Operational value is derived from improved process of data entry and elimination of third party data collection such as excel spreadsheets to manage time sensitive marketing campaign information. Business user and employee value derived from satisfaction related to; one data entry point, anywhere mobile access, campaign visibility and improved tasks workflows. Sales and marketing value derived from quicker, accurate and up-to-date information on campaigns, responses, lead automation that is required to get to the field sales teams for leads, opportunities and other funnel related activities.



VOICE OF CUSTOMER FEEDBACK & SURVEY EXECUTION
FORCE.COM & APP EXCHANGE- SURVEY MANAGEMENT

BUSINESS CASE:

This customer wanted to build, deploy and monetize an employee survey application to the Salesforce App Exchange for consumption of service within the marketplace. The customer has extensive knowledge and expertise surrounding employee survey and feedback processes. The application would be delivered in subscription model to be purchased for other Salesforce users in the marketplace utilizing standard & customer Salesforce data and objects.

BUSINESS SOLUTION:

The client leveraged their expertise in the employee survey field with our application development for the force.com platform. Through collaboration and partnership the survey application was designed to support specific roles in predefined hierarchy: role management offers specific actions, notification schemes and reporting information. Customer reporting and dashboard features were created for better visual representation of survey processes and management. The design requirements called for a mobile retina-ready user interface that could be supported across browser functionality.

BUSINESS VALUE:

Reduce to time to market of service and monetize the employee survey application on the Salesforce AppExchange and marketplace. The client utilized our application development expertise and ability to assist in rapidly launching the application from design, testing, security review and application publish for commercial use driving additional revenue opportunities for the client in the largest CRM marketplace and eco-system in the world.



ONE VIEW INTERACTION AND ENGAGEMENT ANALYTICS
FORCE.COM DEVELOPMENT: ENQUIRY WIZARD DEVELOPMENT

BUSINESS CASE:

This global real estate customer operates 14 offices around the world needed to improve internal and external data collection. Existing end client data points are being collected via manual processes through email and stored in Excel spreadsheets for reporting and data rollups to support employee and staff business processes. The current process is manual, creates inconsistent data and time delays in information exchange critical to operations. The customer needed an automated process to collect and assimilate internal and external important business information for better management and execution of business data to run global operations.

BUSINESS SOLUTION:

Our recommendation was to create a custom process and design wizard engine to address current employee and staff workflows. In order to meet disparate data collection points, an enquire wizard engine was created and optimized for mobile data collection points that work across tablet devices running IOS or Android. Now all external and Salesforce data can be aggregated in single views and reporting across the enterprise.

BUSINESS VALUE:

Operational improvements across the enterprise with significant reduction in time and resources associated with collecting, storing and sharing information by employees and staff. Utilizing existing investments in Salesforce the client can now leverage external data and combine reporting capabilities for better analytics across the organization.



FORCE.COM DEVELOPMENT: UNIVERSITY MANAGEMENT SYSTEM

BUSINESS CASE:

This university system with a technology focused curriculum wanted to improve the management of information and data exchange across faculty, staff and students within one system. Requirements for scheduling, commenting, editing and sharing classes are needed to build reports automatically and distribute results via email to the university constituents. Data exchange of the above information is currently managed via excel spreadsheets and sent via email with little real time or update automation to time critical events across the university eco-system.

BUSINESS SOLUTION:

Salesforce was selected as a cost-effective because this customer already uses that platform to track enrollments. Our design and workflow team created the ability to eliminate the manual processed of utilizing excel spreadsheet processes and combine external and internal activities requests to be processed within Salesforce instance. Any university constituent has an access to the system and with a help of any device (desktop, laptop or even mobile phone) can input necessary information, comment and edit it. Timetable classes are managed via tasks and a custom notification scheme was implemented to inform university staff. It is also possible to track any student's actual progress, automatically build reports on selected study period and send them to specific faculty and staff roles.

BUSINESS VALUE:

University constituents including faculty, staff and students can now utilize Salesforce as the system of record to reduce the time previously needed for requests processing within university eco-system. Providing a system of record that includes; scheduling, comments, edits sharing and class information and real-time updates on any device or a platform encourages engagement and provides a great educational experience.



CRM & OPERATIONAL MESSAGE ORCHESTRATION

INTEGRATIONS: ERP – SAP

BUSINESS CASE:

This customer has to combine operational information across two departments where disparate platforms are used: SAP and Salesforce. They needed information from separate departments to be stored, synced and used in both systems. An additional requirement of attaching materials and vendor information between the systems was imperative. Data synchronization from Salesforce to SAP was critical to eliminate account duplication and data entry for both systems with same data.

BUSINESS SOLUTION:

Salesforce with SAP integration was designed and implemented to accomplish synchronization and orchestration between the ERP and CRM applications. Below is an overview of the detail we used to accomplish the Customers' needs.

- Material Master Creation scenario (creating material with document info record using Force.com UI (sending data to SAP and then parsing the response and notifying the owner and approver with this result).
- Bill of Material scenario (publishing Bill of Material from SAP to Force.com using REST API, displaying it on the custom VF page (Report page), notifying all connected users (one notification goes back to SAP to BOM owner, other go to Force.com users (vendors), owner of BOM sees full report, and vendors see only information about the items they provided in this BOM).

BUSINESS VALUE:

Operational improvements through real time integration of two core enterprise applications to the business saved the organization significant money associated with licensing, training and maintenance associated with both platforms. Reduction in labor, time and duplication of information required to deliver services. Better visibility to the business by providing a more coherent view across disparate departments, sales, support, billing and manufacturing business units.



INTEGRATIONS: PBX — ASTERISK



BUSINESS CASE:

This customer uses Asterisk for their PBX / phone system and Salesforce as their CRM. The current document workflow is based on MS Excel spreadsheets exchange between the employees and staff. Customer requires automating the existing call data records processing.

BUSINESS SOLUTION:

Our approach was to design custom web pages for call data records management and implement into Salesforce. We automated processing to occur in one session window without the user leaving Salesforce. The application was designed to eliminate MS Excel spreadsheets and utilize the Salesforce database. The call records are attached to the appropriate Salesforce users by the phone number and/or extension number. To make custom call reports and call analytics more user interactive, we utilized visual force page designs with multi-level filtering.

BUSINESS VALUE:

External customer satisfaction ratings increased by decreasing the time required by employees and staff to respond to the request. Through the automation of case and ticketing processing time customer service and custom experiences metrics were improved.



UI CUSTOMIZATION: CUSTOM CALL REPORTS IMPLEMENTATION

BUSINESS CASE:

This customer specializes in marketing and sales in the health care sector by sending post cards to end customers. They wanted to store Twilio call data records and rate these records by employees and staff. Application needs to optimize document workflow within the company, display of call reports with charts, list tabs indicating who is currently listening to specific records to eliminate duplicate call record rating, show capacity decrease or increases in volume: Employees currently process all the gathered information with Google spreadsheets and reports causing inconsistency and disruption to the real time reporting activities.

BUSINESS SOLUTION:

Utilizing Visualforce development and using jQuery for visual effects and additional functions we created complex custom call records reports solution with:

- Custom bar charts with description tooltips (ROI display: marketing campaign cost / quantity of received calls; general call center quality of services monitoring);
- Storing call data records on Amazon S3 (AWS). Records are deleted from Twilio right after moving to AWS;
- Multi-level filtering and pagination to make user be able to sort more than 50k call records by specific attributes;
- Ability of listening to call data record audio files (both for the end customer and the client's staff). In addition, client's staff could rate each record. And depending on that rating the appropriate list of advices is built to improve the quality of services;
- Sending reports via email along with downloading from webpage.

In addition, campaign records in Salesforce are synchronized with Twilio: An added button "Buy a Twilio Number" on campaign record page layout allows staff to find and buy the necessary phone number by location and/or by the set of number values. When the required number is purchased the campaign begins with printing the appropriate post cards. Also this purchased Twilio number is linked to the number that is used in Salesforce campaign record.

BUSINESS VALUE:

Clear process for any user role leads to end customer satisfaction improvement. Reduction in spent time on processing and rating call records by usability improvements and general page loading speed-up. Throughput increase by blocking the access to the call record that is being processed by any other client's staff user. Reduction in expenses by using Amazon S3 file storage instead of rather expensive native solution from Twilio.



PARTNER AND DISTRIBUTOR FACING PORTAL
UI CUSTOMIZATION: SALESFORCE COMMUNITIES IMPLEMENTATION



BUSINESS CASE:

This customer required improving employee, distributor and partner engagement associated with sales and operational supply chain through a secure internal portal. Requirements to offer a unique experience for partner relationship management and a improve data exchange was critical to requirements.

SOLUTION:

Our team suggested utilizing Salesforce Communities for the solution. Implementation of a standard user interface, created additional personalized visual pages to round out functionality and partner experience; including chatter feed, lead generation and lead automation workflows.

BUSINESS VALUE:

Reduction in means of communication – all messages including file transfer is placed within one portal that is literally a corporate social network. Solution replaces corporate chat systems and email communication, in addition, it is totally secure and agile (runs on all popular desktop and mobile platforms).



**DOCUMENT AND FILE MANAGEMENT ORCHESTRATION
FORCE.COM APPS: GOOGLE DRIVE**



BUSINESS CASE:

This customer has a document workflow based on Google Documents. They needed to connect Salesforce instance with Google Drive. In addition it should be possible to share files between non- and Salesforce client's staff users. Solution should be easily applied to any Salesforce instance and have user-friendly UI.

BUSINESS SOLUTION:

Our delivered solution allows two-way integration between Google Drive storage and the Salesforce instance implemented via application package. The application was designed to work with standard and custom apps, allowing the management of documents within Google Drive and within Salesforce. The application facilitates, creation of any type of object record to follow hierarchy of folder sets, and similar behavior related to file name changes – folder names are changed automatically.

BUSINESS VALUE:

By providing a file sharing process optimization, the customer can continue to use Google Documents and avoid migrating to any other cloud storage service. In addition current solution is more cost effective than buying additional storage in Salesforce. Customer utilizes existing familiarity across Google services and Salesforce eliminating impact to corporate infrastructure that is currently in place across the user base.



ABOUT KICK-START CLOUD VENTURES

Kick-Start Cloud Ventures, an OMI subsidiary, is a new way to harness the power of the cloud.

Establishing new cloud-based services requires big capital investments that limit emerging companies from cashing in on the cloud. Delays in development and mismanaged deployment often douse the ability to effectively compete. That's where we come in.

Kick-Start Cloud Ventures is a consortium of cloud service providers with 15 years of experience developing and delivering software platforms in the cloud. Our service model allows our partners to immediately benefit from an existing deployment infrastructure, innovative service delivery models, and a proven application development framework.

Success is built on the premise of small capital expenditure, fixed operational costs and shared revenue as services gain momentum in the market.

BALANCE:

In the new business model of Consumption Economics, it has become more important than ever to be vigilant to balance customer demand, market expectations and the ability to meet customer needs. The cost of delivery has shifted from customer to provider, traditional development models have not adjusted, and a gap has developed between product design and actual delivery.

Kick-Start Cloud Ventures understands the importance of providing services that create balance between the cloud services we deliver, the partners we serve, and the brand and service adoption of the end user.

SERVICES:

A new way to develop, deliver, manage and monetize cloud services.

We provide market validation, lifecycle development, cloud service delivery, and on-going infrastructure and scalability services to meet new market demands for our clients. Kick-Start Cloud eliminates the internal dilemma of 'build vs. buy' decisions with a proven and professional partnership that will ultimately drive adoption and consumption of new cloud services.

By focusing on the market need, we assist in delivering intellectual property that drives value for our partners, investors and customers.

PHILOSOPHY:

Kick-Start Cloud Ventures was born on a simple concept that organizations must embrace strategic partnerships to drive real innovation.

Over the last 15 years, our team has built a core expertise in developing, managing and delivering new cloud service models in the Software as a Service (SaaS), Platform as a Service (PaaS) and



KICK-START CLOUD VENTURES

Infrastructure as a Service (IaaS) area for our clients. At Kick-Start we believe in integrated cloud based ecosystems and that organizations must embrace service delivery from a cloud ecosystem perspective.

We drive success through proven cloud service business methodology based on the Consumption Economics philosophy focused on Consumption, Adoption, Retention, Revenue Creation and Engagement for our partners.

PARTNERSHIP:

Kick-Start is a partnership model aimed to increase your potential of creating a disruptive cloud service, decrease your need for large capital investments, and eliminate risks associated with late to market adoption. Kick-Start Cloud Ventures creates equity in success by sharing revenue or long-term agreements to complement growth.

Whether you are a recently funded venture, a maturing service provider, or an existing brand that is looking to drive new cloud services, Kick-Start helps leverage growing opportunity with service development, delivery and scalability, letting you focus on the monetization of new business models through focused marketing and sales initiatives.

COMMUNICATIONS:

Most technology delivery companies focus solely on build to spec roadmaps, we focus on market factors and real life experience associated with delivering cloud oriented solutions for over a decade. The Kick-Start model is collaborative, and ensures that technical specifications map to business strategy and service execution that ultimately drive market adoption and consumption of new cloud services.

Communicating with constituents -- venture capitalists, finance, marketing, sales and service owners -- is our business. We forge important partnerships that ultimately drive market success of any new cloud service in the market.



Headquarters:
5400 Laurel Springs Parkway
Building 100
Suwanee, GA 30024

Regional Offices:
Portland
Minsk
Hyderabad

kickstartcloudventures.com
Tel: 877-377-7274



SALESFORCE & CRM PRACTICE GROUP |