Client:
Dataguise Inc.

Industry:
IT, Software, Data Security

Headquarters:
Fremont, USA

Project:
Salesforce CRM

Implementing Salesforce into growing company

"We at Dataguise Inc. have been using MiriTech for over three years. For most of that time, they were our outsourcing partner for product development. They are an experienced organization and it shows in every aspect of our interactions. They are thoroughly professional and they take a distinct pride in the manner in which they conduct their business. We are a startup company busy with full-time product development and servicing large enterprise customers. The highest level of service provided by Miri Infotech has helped us to focus completely on our core business without any diversions related to the infrastructure." -Venkat Subramanian, V.P., Dataguise Inc.

Challenge

The client came to us needing a centralized system to manage intra-departmental operations between inside sales, outside sales and service teams. Although they were experiencing rapid growth, they were also enduring a number of challenges including data quality, lack of integration, non-standard reporting formats, ineffective lead generation, non-measurable marketing efforts, an undefined sales process, and shuffling between spread sheets to manage data.

Platform

After understanding and assessing the client's needs, Salesforce stood on the top of the list because of its custom development capabilities.

- **Salesforce Sales Cloud–**Sales Process Automation
- **Pardot–**Marketing Automation
- **Service Cloud–**Case management and service portal
- **Data.com–**Seamless integration & Quality data acquisition

Solution

Our specialists designed, tested and implemented a system to efficiently manage inside sales, outside sales, marketing and service operations. The system features:

- Complex business logics and sales processes throughout the entire client acquisition process.
- Clean and easy-to-use interface with complex automation rules for recurring functionality in every sales cycle.
- Data.com implementation and integration to keep data clean and updated.
- Data security implemented on the basis of user profiles and data accessibility permissions.
- Pardot integration with Sales Cloud to efficiently run and analyze marketing campaigns.
- Salesforce integration with company website with the help of native Web-to-Lead & Web-To-Case functionality, Pardot forms and landing page integrations.
- Google analytics tracking for PPC campaigns, advertisements and visitor tracking.
- Service cloud implementation for a better client service experience, including a case management application and service portal for clients and partners.

Results

This critical implementation was a huge success for client. Key benefits realized:

- More efficient and fast-paced environment to track the sales process.
- Analysis pinpointed cracks where sales opportunities were falling through.
- Betterment in quality data acquisition.
- Centralized system has now united the intra-departmental data, resulting in rapid sales growth and improved client service.
- Standard reporting format has been established with visual representation of metrics in dashboards.
- Marketing automation has helped marketing team to achieve more customer engagement and lead generation through email and PPC campaigns.
- Service portal has centralized the customer and partner support in the same environment. Case management and client service efficiency is increased.
- Integration with website is resulting in prequalified leads and more customer engagement. Data is landing directly in Salesforce and Pardot helping to automate lead routing amongst the sales team.
- Complete visibility into business performance with real-time information and KPIs informing growth strategy.