

salesforce cloud services

Help every department get the most out of Salesforce.

Reach new heights with Cloud Services.



We'll help you blaze a new trail to success.

Business has entered a new era: the Age of the Customer.

Your customers are more connected than ever, and they expect more from every encounter. They want suggestions so accurate, it's like you read their minds. They expect service agents to know their history and resolve issues quickly. They want information tailored to their interests. And they want to access your products and services 24/7.

As companies build new solutions around the customer, they're tearing down the walls between sales, service, marketing, and IT. The most innovative businesses are using new technologies to collaborate across departments to create experiences and products customers love.

For many companies, Salesforce is a key part of this transformation. The Customer Success Platform has the potential to help you get smarter and more predictive about customers, build 1-to-1 journeys, run your business from anywhere, and connect to your customers in a whole new way.

Cloud Services is here to help all our customers realize that potential faster, get the most out of Salesforce, and transform their businesses.

Cloud Services connects you with certified experts, consultants, and innovative tools that work across your organization to help you achieve your goals, from maximizing ROI to disrupting your industry. Our experts draw on more than 17 years of experience with more than 150,000 Salesforce customers to give you advice and best practices at every stage of your journey.

The Age of the Customer brings incredible opportunities for growth and innovation. Cloud Services is here to help you navigate changes and blaze a trail to new heights.

We focus on three key pillars to help you succeed:

**ALWAYS-ON
EXPERTISE**
from advisors
who know
Salesforce best

**DATA-DRIVEN
INSIGHTS**
from our unique
view into the cloud

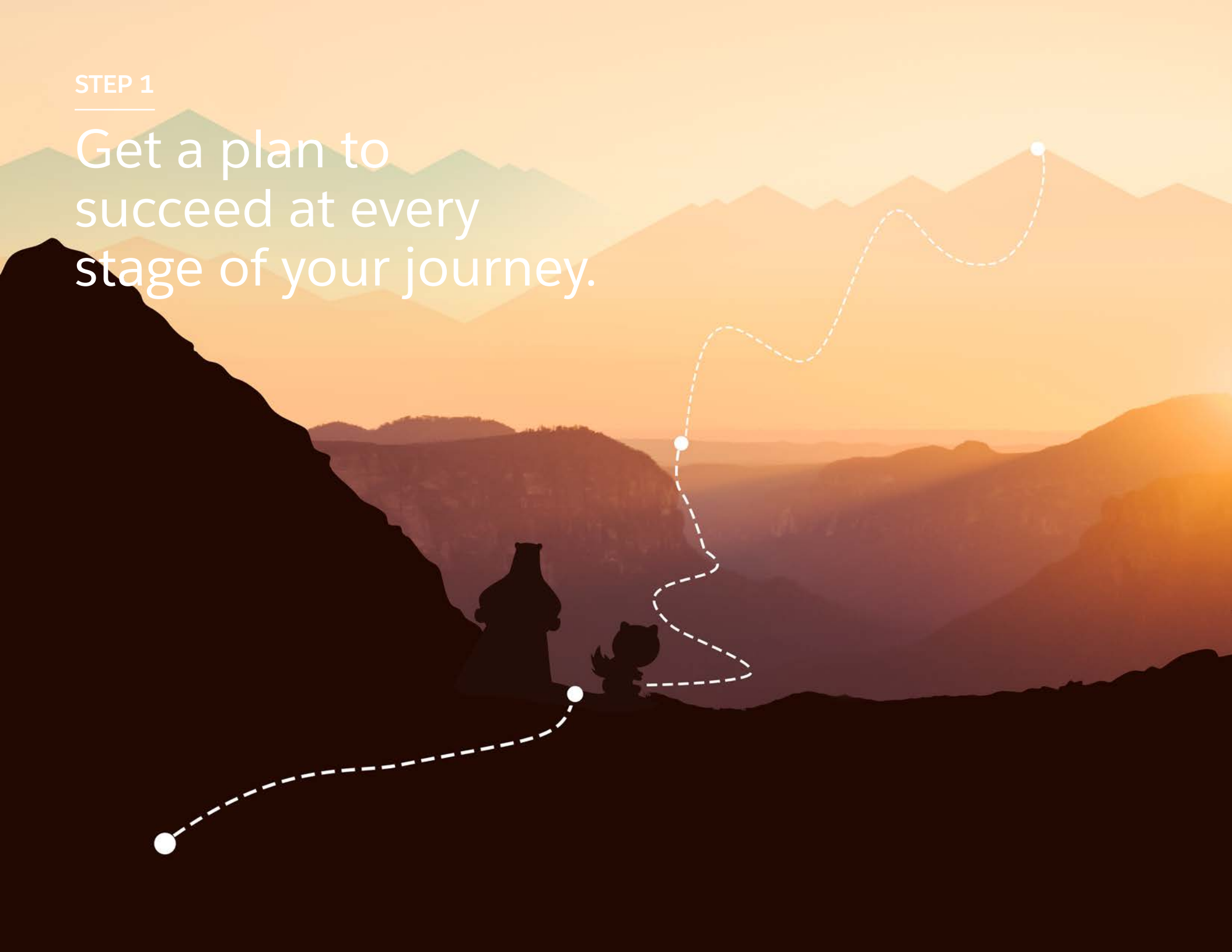
**DESIGN-LED
INNOVATION**
to help you create
experiences
customers love

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STEP 1

Get a plan to
succeed at every
stage of your journey.



Success Plans

No matter where you want to go, you'll get there faster if you have the right plan. Success Plans give you guidance, support, and training. You get technical and product expertise from the source to help you resolve issues quickly and keep your Salesforce performing at its best. Finding the right plan depends on how far you want to go, and how fast.

Standard Success Plan

Every Salesforce customer starts with a Standard Success Plan. This plan gives you tools to learn how to use Salesforce and handle technical challenges. You get access to Trailhead learning paths and self-guided resources, including communities and expert webinars. You can also submit service cases online, and get a response starting in two business days.

Premier and Premier+ Success Plan

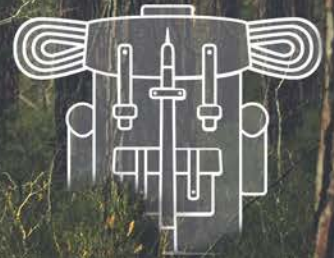
Premier Success Plans give you tools and expert support to help you use Salesforce effectively and get more value from your investment. You get everything in the Standard Success Plan, plus access to 1-on-1 coaching to help you streamline tasks. With Premier, you also get a one-hour response time to critical support cases and 24/7 phone support. Upgrade to Premier+ and add certified administrators to maintain and update your Salesforce platform.

Signature Success Plan

The Signature Success Plan is our most personalized, proactive plan. This plan gives you all the benefits of our other success plans, plus access to technical and business experts focused on helping you succeed quickly. A designated team of engineers gives you always-on support to keep your solution performing its best. You also get custom training plans designed specifically for your team.

STEP 2

Tap into the right
guidance, support,
and training.



THIS WAY TO
Success

Where do you want to go?

No matter where you want to go, Cloud Services will help you get there. You'll get a customized solution to achieve your specific goals. Our services break down into three broad categories, based on the scope and complexity of your ambitions: Accelerated Success, Consultative Success, and Transformational Success.



Get the right guidance for every step of your journey

Cloud Services helps you realize your vision with custom solutions.

Accelerated Success

These services help you get up and running and boost adoption quickly.

Premier Success Plan

Get a foundation for success with access to support, training, and Salesforce expertise.

Premier Success Plan

Get all the benefits of Premier, plus expert support for ongoing configuration tasks.

Accelerators

A feature of Premier and Signature Success Plans, these 1-on-1 coaching sessions with our experts help you overcome specific challenges quickly.

Consultative Success

These solutions give you expert advice to help you address complex challenges.

Signature Success Plan

The Signature Success Plan gives you access to our most personalized services. Our experts will help you achieve your business goals quickly, improve your system performance, and be more productive. And you get proactive monitoring from a team of experts to ensure your solution is always performing at peak levels.

Marketing Cloud Services

Partner with marketing experts to achieve your long-term vision. We'll help you create excellent customer experiences across your digital marketing and give you extra support to manage daily tasks more efficiently.

Salesforce Architects

Get ongoing business and technical guidance from Salesforce experts working within your team. Program and business architects address your company's specific needs so you can get the most out of Salesforce quickly and achieve your vision.

Transformational Success

Work directly with our experts to transform your business and disrupt your industry. Co-create exceptional customer experiences. We'll also help you with hands-on implementation support if you need it.

Innovation and Transformation Center

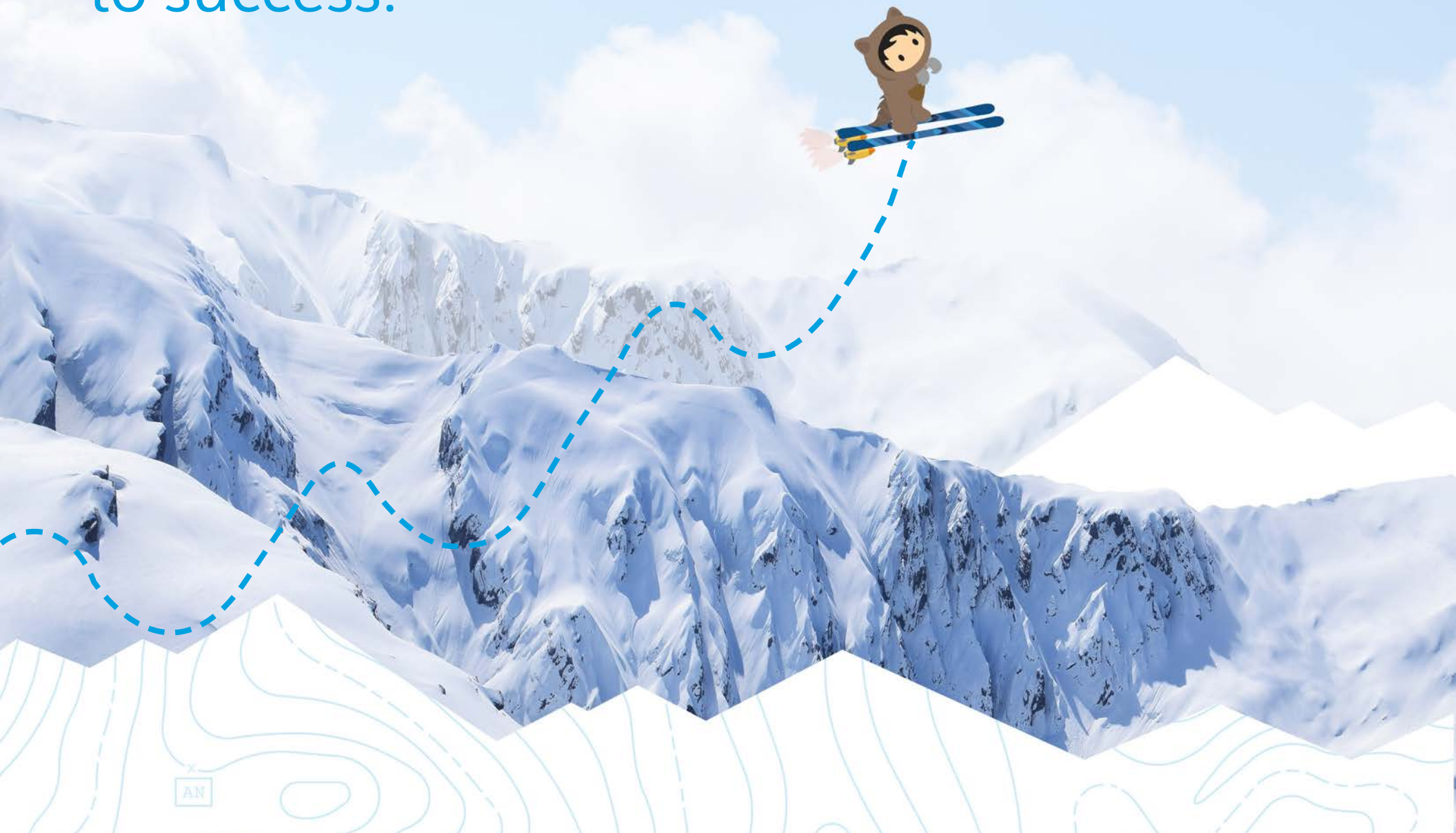
ITC brings together senior Salesforce leaders with IT and business executives from across your company. Collaborate, become agile, and keep transforming your business to achieve your most ambitious goals.

Experience Design

Our human-centered design specialists help you develop products and services your customers love.

STEP 3

Find your path
to success.



We'll help you reach your destination.

Today, your customers expect a seamless experience with your business. That means you can't afford to have any departments walled off in a silo. Sales, service, marketing, and IT have to work together. At the same time, each department has its own challenges and goals.

Cloud Services helps you use Salesforce to bridge those departments and create smooth experiences. We work across your company and provide solutions that line up with your specific goals. We'll extend your team's capabilities with support and training, help you use the platform to its full potential, and develop business and technical strategies that create lasting change.

Find out how we've helped businesses achieve their top IT, sales, service, and marketing goals.

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Cloud Services for IT

IT empowers your entire business run smarter and innovate. Salesforce can be a key part of your digital revolution. Our secure platform grows with your business and provides a lightning-fast experience. Salesforce gives everyone access to artificial intelligence and helps your team accomplish more.

Cloud Services can help IT use the full power of the Salesforce platform and transform business. Get expert advice to line up your IT capabilities with business priorities. Your admins can take advantage of custom training and learn best practices. We'll help you solve organizational challenges, keep your systems running efficiently, and spark innovation.

Keep reading to find a few of the ways Cloud Services can help you reach your top IT goals.



Boost productivity and lower costs.

Cloud Services gives you resources, tools, and advice to make business run better.

Premier and Premier+ Success Plans

Premier plans make your teams faster, smarter, and more effective. Our online training catalog gets you up to speed quickly. 24/7 support helps you solve problems fast. And the configuration service available with Premier+ frees you from routine maintenance work.

Signature Success Plan

The Signature Success Plan offers custom training plans to help your business and IT teams be more productive. And our technical experts will monitor your solution to ensure it performs its best and help you reduce the costs of disruptions.

Achieve operational excellence.

We'll help you keep your technology performing at peak levels.

Signature Success

Signature Success offers the most comprehensive level of support to help keep your solution running smoothly. Our team of technical experts will help you achieve operational excellence.

Salesforce Architects

Salesforce experts work alongside your team to develop a roadmap and a platform strategy that aligns your architecture with your business goals.

Clear a path for innovation and transformation.

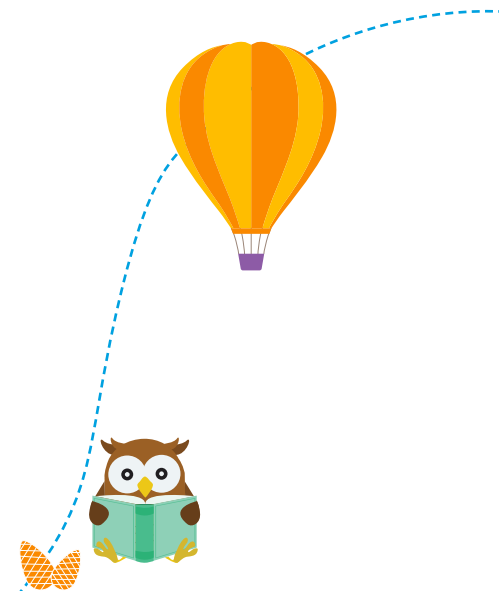
Collaborate with our experts to get the most out of your organization's technology.

Salesforce Architects

Team up with our experts to build a strategy for data governance and stewardship, improve processes, and find the best implementation resources.

Innovation and Transformation Center

Using proven methods, our experts partner with your leaders to transform your business. By collaborating with executives from every department, we'll help you foster a more agile culture that embraces change and unleashes new ideas.



*Available starting summer 2017.

Learn how one customer, LanguageLine, worked with Cloud Services to achieve some of its key IT and business goals.



LanguageLine stays up and running with Salesforce Signature Success.

LanguageLine is no ordinary Salesforce customer. Its real-time interpreter services operate 24 hours, 365 days a year, and keeping the platform online can literally be a matter of life or death.

“We serve more than 25,000 customers, including law enforcement officials, 911 operators, and emergency room staff. They all depend on us, and if we’re offline, lives are at risk,” remarked Jeff Cordell, Chief Information Officer at LanguageLine.

In recent years, LanguageLine started moving its operations into the cloud, using Salesforce technology to route audio and video calls to the right interpreters anywhere in the world.



The right support for the right platform

LanguageLine relies on the Salesforce Force.com platform for its proprietary geo-redundant, highly available transaction processing and Salesforce's highest level of service and support. LanguageLine's initial plan guaranteed one-hour response times, but LanguageLine felt the nature of its business required something faster. So, the company decided to use Signature Success.

Signature Success provides access to a highly agile team that knows each customer's specific business and is available 24/7. With Signature, Severity-1 issues get a guaranteed response within 15 minutes, with personalized updates every 30 minutes. It's ideal for customers whose uptime is essential and can't be compromised.

"We promise 99.99% uptime to our customers, which equates to less than one hour of downtime in a year," Cordell said. "We have to work very closely with Salesforce to ensure we beat that uptime guarantee and offer as close to 100% uptime as possible."

The tools and services for success

At one point, LanguageLine was seeing high latency in its platform that it needed to fix. Their assigned primary support engineer decided to move operations to a new Salesforce instance that offered better performance and accomplished the migration with no downtime.

"Before, processing a call on our system could take as long as six seconds. Now it's performing well under 100 milliseconds. That was a massive difference for our customers when seconds count," said Cordell.

Signature Success has helped LanguageLine reduce risks while maximizing its Salesforce platform performance. As LanguageLine develops new unified communications contact solutions, Salesforce continues to be a partner in the process, making sure the company has the support and platform it needs to succeed.

*"We saw
a 50%
increase in
performance
with proactive
support from
our Signature
Success
support team."*

**JEFF CORDELL,
CHIEF INFORMATION OFFICER,
LANGUAGELINE**

Cloud Services for Sales

Do you know what your customers want? In the Age of the Customer, you can't afford to guess. Your customers expect your sales reps to know their needs and challenges and help them find solutions quickly.

To succeed, you need a platform that puts the right information at your fingertips. That connects everything and finds opportunities everywhere, from lead, to customer, to advocate.

Salesforce is an ideal solution. Your users get a lightning-fast experience and artificial intelligence. Your reps can access the data they need easily, so they can be more productive. And they'll be able to accomplish more from anywhere with our mobile apps.

Cloud Services can help the sales team take advantage of all the benefits of Salesforce. Transform the way you sell with our resources and services. Our experts can show you how to get a 360-degree view of customers and sell smarter with predictive modeling.

Check out the following pages to find out how we can help you achieve your sales goals with Salesforce.



Launch Lightning.

Lightning gives you the power to be more productive, so your whole team can sell more. The intuitive interface makes it easy to grasp the information you need to close deals. You get new insights into customers and set up a sales process that works for your business. We have several services to help you get started with Lightning.

Premier and Premier+ Success Plans

Premier and Premier+ plans give you access to designated Accelerators, 1-to-1 sessions with our experts. We'll help you smooth out your Lightning migration with guidance on desktop design, configuration, and customization. And we don't just set it up and go – we train your admins to do it, too.

Salesforce Architects

Build an end-to-end strategy with our Architects to get the most out of Lightning. We'll guide you through every stage of migration, from planning, to launch, to iteration and adoption.

Track deal progress.

It's critical to know the status of deals, but getting the right information can be time-consuming and frustrating. Cloud Services makes it easy for you to see what's in the pipeline, fast.

Salesforce Architects

Dedicated Architects help you engineer a new way to manage your pipeline and sales activities, using tools such as Wave and Einstein.

Get ready for the future of sales.

Cloud Services can help you use technology to boost your team's productivity. Learn how to automate tasks and remove obstacles that keep your reps from selling. Get expert support to create apps that help your team sell faster and smarter, from anywhere.

Success Plans

You get the most value out of Salesforce when your entire team adopts and uses it. Premier Success Plans give you on-demand training and 24/7 support. Premier+ gives you extra admin help to set up and run your solution, so your team can focus on selling.

With the Signature Success Plan, you also get to work with a success manager who'll make sure you're getting the most out of Salesforce. You also get access to expanded success management coverage where you need support.

Innovation and Transformation Center

Use our proven methods to help your business and IT executives disrupt your industry. You get the right expertise at every stage of digital transformation.

For a real-world example, read about how Cloud Services helped Dell's sales team increase adoption, share information, and get a holistic view of customers.





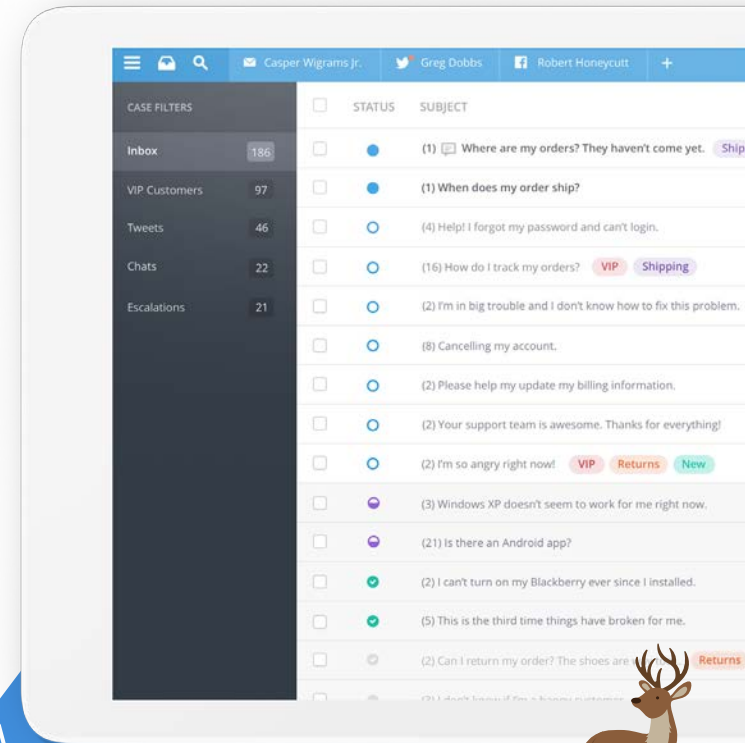
Dell works toward a 360 view of the customer with Salesforce Architects.

For nearly a decade, Dell has counted on Salesforce to enable its worldwide selling teams. Eventually, however, the Texas-based company started to see a disconnect between its platform and its salespeople.

“I remember walking into a meeting with a customer in Pittsburgh and asking our account executive for the account plan, and there was just silence,” recalls Bobbi Dangerfield, Vice President for Global Sales Operations at Dell and a 16-year veteran at the company.

“I opened Salesforce and of course none of the information was entered...We couldn't tell [the CIO] when their equipment would be installed. It was kind of a mess.”

It was a classic scenario where employees were underutilizing the tools designed to help them gain a holistic view of their customers. The Salesforce platform they logged into had also grown complex over the years with custom code.



A roadmap for sales team success

Dell wanted to revolutionize its sales productivity across the entire platform, which is what led to a five-year investment in Salesforce that included opting for Salesforce Architects. A Salesforce Business Architect stepped in to help Dell executives make the modifications needed for Dell to gain the customer insights they yearned for while developing a road map marked with clear, prescriptive actions.

“Today, it’s significantly easier for me to go to a customer, open up their account in Salesforce, and understand what I can do to help the conversation,” said Dangerfield. “The number of team members using Salesforce in the selling process has doubled since implementing our advisors’ recommendations.”

Another way Dell saw Salesforce Architects yield success was through a recommendation to implement Salesforce1. Its mobile-friendly tools empowered Dell’s salespeople in the field by increasing their productivity while eliminating pain points.

Similar productivity gains were seen as Salesforce advisors coached teams on how to best use Chatter to yield greater employee engagement and collaboration. “One hundred

percent of Dell employees are on Chatter, and Michael Dell himself uses the platform to regularly communicate with other executives and teams,” said Steve Brown, Executive Director for Channel, Sales, and Marketing at Dell.

The journey continues

All of these improvements are major progressions in Dell’s continuing mission to give its sellers the tools they need to succeed, and Salesforce is there to help Dell every step of the way.

“I see developing our Salesforce platform as a journey. It’s not finished yet, but we have made tremendous steps forward with the help of our trusted advisor,” said Brown.

“I see developing our Salesforce platform as a journey. It’s not finished yet, but we have made tremendous steps forward with the help of our trusted advisor.”

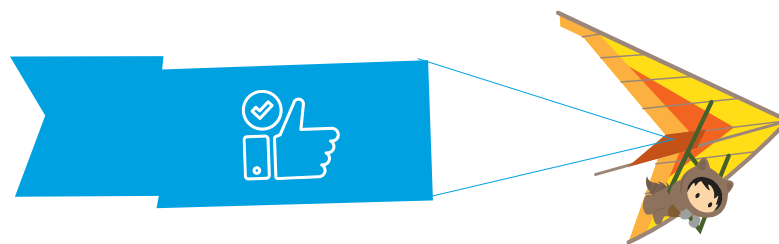
**STEVE BROWN,
EXECUTIVE DIRECTOR FOR
CHANNEL, SALES, AND
MARKETING DELL**

Cloud Services for Service

Today's customers don't just phone anymore – they email, text, and connect through social media. And they expect service to be as quick and easy as a chat with a good friend. To succeed, service agents need to pull details from multiple channels and solve problems quickly.

Cloud Services helps you tap into Salesforce expertise to keep your customers happy. Our insights come from working with more than 150,000 customers. We'll help you offer the best experiences so you can become a true customer company.

On the following pages, you'll find some of the ways Cloud Services can help you give customers the service they want.



Supercharge your service reps.

Give your service reps everything they need to get up and running, fast.

Premier and Premier+ Success Plans

With an in-depth online learning catalog, custom training, and 24/7 phone support, your reps and admins can learn Service Cloud quickly. Premier+ Plans give you extra admin hands to run your solution, so your team can focus on making customers happy.

Premier and Premier+ plans also give you access to Accelerators, quick 1-on-1 coaching sessions that help you achieve specific goals with Service Cloud. We can show you how to set up a dashboard, get started with computer telephony integration, and design a Service Cloud console that helps your reps close cases faster.

Signature Success Plan

Make sure your entire team uses Service Cloud effectively. We'll help you design a framework for onboarding, training, and adoption.

Guarantee quality customer experiences.

Customers expect a great experience every time they connect with your business. Cloud Services can help you provide consistent experiences.

Signature Success Plan

Don't let downtime get in the way of great service. The Signature Success Plan gives you access to a designated team of engineers that knows your environment, responds to Severity-1 issues within 15 minutes, and works to keep your solution performing its best.

Transform every touch point and disrupt your industry.

When you're ready to change the way you deliver customer service, our expert teams are ready to roll up their sleeves and join you.

Salesforce Architects

Work with our experts to line up your IT framework with your customer service vision. We'll draw on deep product and industry knowledge to help you put the best solution in place.

Innovation and Transformation Center

Our advisors will work with your leadership to transform customer service. From human-centered design to rapid prototyping, you get the expertise you need to offer smart, personal service.



Intuit, a company that creates financial management solutions, wanted to provide great service during peak periods. Read Intuit's story to find out how Cloud Services helped the company achieve its service goals.



Intuit relies on Signature Success to help customers during peak times.

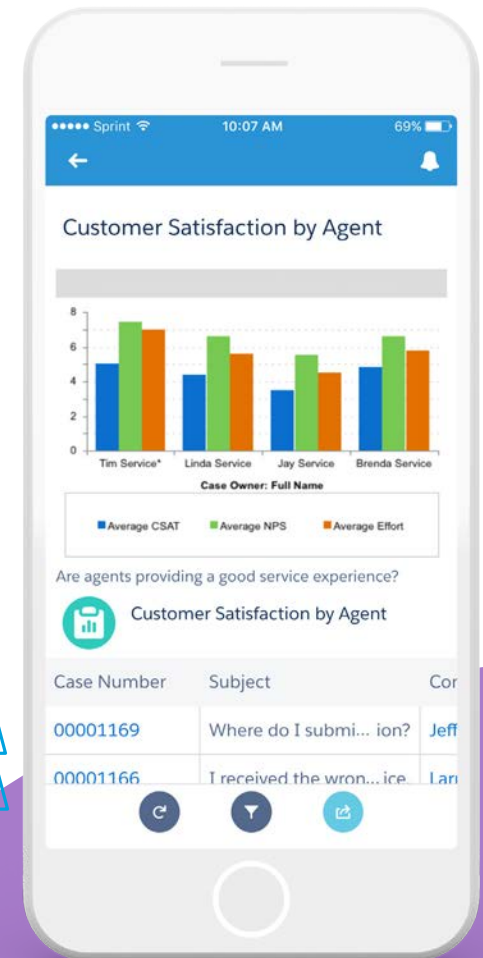
Intuit Inc. creates business and financial management solutions that simplify the business of life for small businesses, consumers, and accounting professionals. Its flagship products and services include QuickBooks®, Quicken®, and TurboTax®.

Salesforce’s highest level of support available through the Signature Success Plan helped Intuit plan and deploy Service Cloud by providing best practices, coding standards, and integration patterns to ensure the most robust solution possible. This collaborative engagement enabled Intuit to roll out Service Cloud to its users in a mere three months, while also helping to drive rapid end-user adoption.

Signature Success also provides Intuit with proactive support, often averting issues before they affect end users or threaten to compromise revenue streams. When a problem does arise, Signature Success assures Intuit of a 15-minute response time for rapid resolution.

During peak times, the system would be in danger of overwhelming Intuit’s cloud resulting in service disruption. Signature Success recognizes impending outages and quickly mitigates the problem with minimal business impact.

“Signature Success has consistently sustained our business during the most intense challenges,” said Shailendra Revankar, Intuit’s CRM Engineering Team Manager. “With Service Cloud and Signature Success, we have assurance that our solution will always be up and running to support our business.”



Cloud Services for Marketing

Businesses have more ways than ever to reach customers: email, social media, wearables, smartphones, and the Internet of Things. But customers expect a personal experience at every touchpoint. They want information that's interesting, useful, and relevant. That means marketers need to manage multiple channels and build 1-to-1 journeys, all while proving their value.

Cloud Services can help you deploy first-class, custom digital marketing at any scale with Salesforce. We'll help you boost adoption, create technical and campaign strategies, and use new products to engage customers.

Check out some of the ways we can help you reach your top marketing goals on the following pages.



Build personalized 1-to-1 journeys at any scale.

Premier and Premier+ Success Plans

Get started fast and boost adoption with more than 130 training modules and 24/7 phone support. Premier+ also gives you configuration support for time-consuming jobs, like adding email lists.

Premier and Premier+ Success Plans also give you access to Accelerators, quick coaching sessions with a Marketing Cloud expert. The Journey Builder Base Accelerator shows you how to map out the perfect customer journey.

Salesforce Architects

Work with Salesforce experts who can help you line up your IT strategy and marketing goals. We'll help you build and implement a complete digital marketing strategy.

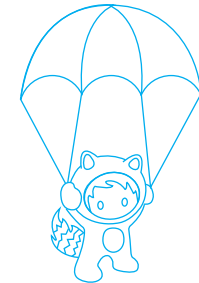
Manage marketing more easily.

Marketing Cloud Services

Get backup from industry veterans. We can help you build journeys, deploy emails, manage social media, design ads, and gather and use data.

Signature Success Plan

Work directly with experts who know your business and can help you boost marketing ROI quickly. Plus, a designated team will monitor your Marketing Cloud and respond to Severity-1 issues within 15 minutes, so downtime won't derail your marketing.



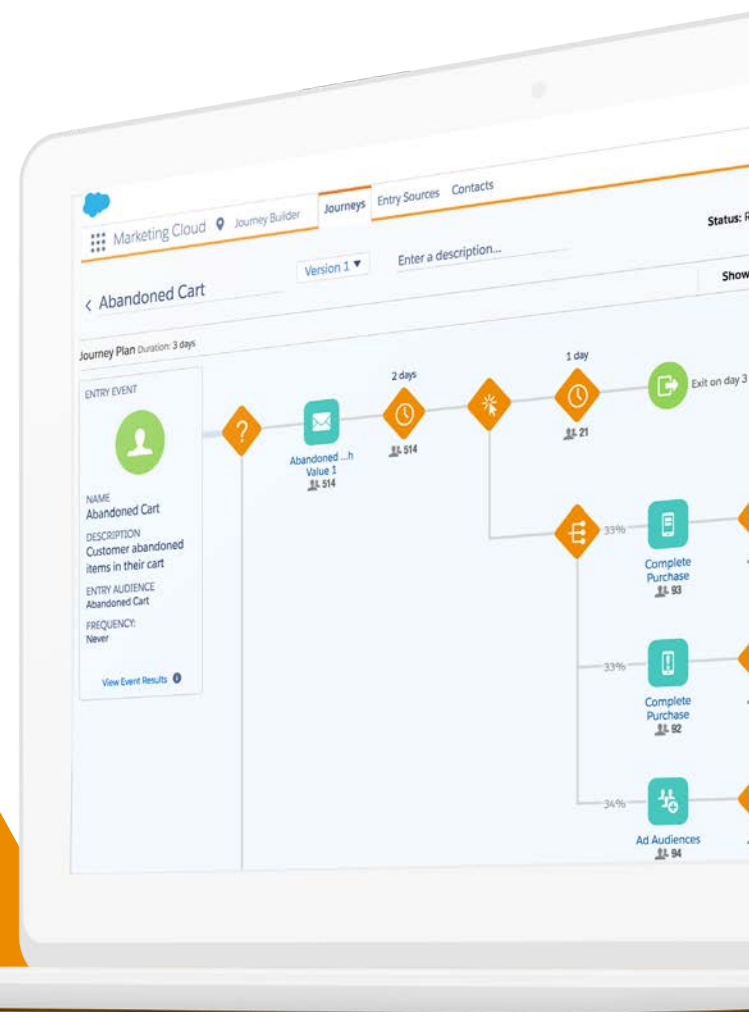
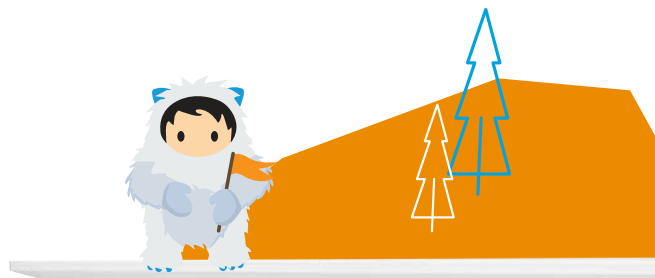
Find out how Cloud Services helped a transportation company use Marketing Cloud data to boost sales and engage customers.



Cartrawler boosts campaign ROI with Marketing Cloud Accelerators.

For nearly three years Cartrawler has relied on Salesforce Marketing Cloud to coordinate B2C email campaigns and customer engagements. But despite the company's success, Cartrawler suspected it was only scratching the surface. When it came to maximizing the potential of Marketing Cloud, Cartrawler didn't know where to start.

"The question I used to dread getting from my boss was, 'Is our customer database growing or shrinking, and by how much?' It was a question I couldn't really give an answer to at the time," said Glen Lewis, Head of CRM at Cartrawler. "We really believed in the technology behind our Marketing Cloud, but we didn't have it configured properly for certain metrics and couldn't get the answers we needed."



A one-on-one relationship

For help, Cartrawler turned to its Premier Success Plan. The company's Success Manager worked to understand Cartrawler's needs and to develop a clear, long-term strategy for success.

The Success Manager recommended Marketing Cloud Accelerators: unique, goal-oriented, targeted engagements designed to help customers achieve specific results with their platforms. The Accelerators were led by an Accelerator Success Specialist, a Salesforce expert who could provide specific recommendations and implementation support.

Ultimately, Cartrawler took advantage of three different Accelerators, one each to improve reporting configuration management, information extraction, and email segmentation.

"At first we were skeptical because our Accelerator Specialist recommended Accelerators on tools we already used. But then we saw features we didn't even know existed and realized the accelerator's value," said Lowis. "Our Accelerator Specialist also showed us how we could improve our automation practices. We knew these tools existed, but they showed us how to use them more effectively."

Scaling and growing success

By participating in these Accelerators, Cartrawler learned more about its customer base, improved engagements, and boosted ROI. The Salesforce team stood by to answer questions along the way.

"Both our Success Manager and Accelerator Specialist worked closely with us throughout the Marketing Cloud Accelerators and I cannot speak more kindly of them," said Lowis. Since then, Cartrawler has improved the accuracy and agility of its email campaigns. The Email Segmentation Accelerator taught the team how to send more direct, personalized email. Click-through rates have improved from 2% for generic campaigns to 10% on targeted campaigns.

"We even saw 10% of car hire bookings during the initial test period come from a single email campaign powered by what we learned from our Email Segmentation Accelerator," said Lowis.

With a firm grasp on its customer database, Cartrawler is able to stop focusing on short-term fixes and start looking ahead at its long-term, strategic goals.

"We even saw 10% of car hire bookings during the initial test period come from a single email campaign powered by what we learned from our Email Segmentation Accelerator."

**GLEN LOWIS,
HEAD OF CRM,
CARTRAWLER**

STEP 4

Get ready to reach your goals.



Take the next steps on the trail to success.

Cloud Services can help you unleash the power of Salesforce to reach your top IT, sales, service, and marketing goals. We'll connect you to support, resources, and expert guidance to help you thrive in the Age of the Customer.

Ready to take the next steps on your journey?

Check out these resources from Cloud Services.



Get a quick overview of how Cloud Services can help you get the most out of Salesforce.

[WATCH VIDEO](#)



Discover the right services to help you reach your goals with the Cloud Services Solutions Finder.

[LEARN MORE](#)

Questions? Give us a call.

We're here to answer your questions and help you along your journey with Salesforce. Contact your account executive or call [1-844-275-4239](tel:1-844-275-4239) to find out how Cloud Services can help.

