

Expeditions

Realize Your Company's Vision



“With the Expeditions,
Salesforce breaks down
business challenges to
help our customers
achieve even more
than they imagined.”

Maria Martinez

President, Global Customer Success, Salesforce

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Take the next step on the path to business transformation.

True leaders have vision. They guide their organizations to new heights by helping others see the future through their eyes.

But it takes more than vision to succeed. Engaging everyone in the company and moving toward the leader's vision is difficult. More than 80% of digital transformation efforts fail, according to *Forbes*. Smart leaders, like you, know they need to hire the right people and bring in the right resources to succeed.

Salesforce created Expeditions to help large organizations achieve those visions. Our core mission is to give your company the tools and resources to realize your greatest ambitions.

With Expeditions, your company gets the right support to reach your goals. Our experts help your business overcome challenges such as:

- The absence of a clear plan to achieve digital transformation
- Lack of alignment between business and IT
- Legacy systems
- Siloed data
- Gaps in talent and skills
- Cultural resistance to change

Innovation is our DNA.

Salesforce is uniquely qualified to help our customers embrace digital transformation. A leader in cloud technology, we have the expertise, technical capabilities, and knowledge of digital transformation that's missing from many organizations.

Expeditions help companies innovate by:

- Aligning key leaders around a digital transformation strategy
- Implementing the right framework to move forward
- Creating the agility needed in today's digital environment
- Adopting new technologies faster to keep pace with change

Tap into our approach to innovation.

Salesforce has grown from a simple insight about customer relationships to one of the most successful and disruptive technology companies in the world.

Expeditions gives Salesforce customers access to our own experience and knowledge. We offer immersive consulting engagements based on our proven approach that combines people, expertise, culture, and technology. And that approach is what sets Expeditions apart from other consulting practices.

Take the Salesforce approach to digital transformation.

People

When you engage with Expeditions, you'll partner with senior advisors and specialists dedicated to your success.

Expertise

Expeditions provides unrivaled expertise in process and methods that can make your business more agile. We'll ensure that you learn key principles to create and sustain change.

Technology

As a Salesforce customer, you already know how powerful our technology can be. With Expeditions, you'll extend the potential of the platform to fuel your transformation.

Culture

Ohana is a part of Hawaiian culture that emphasizes that families, whether blood-related or intentional, are responsible for each other. Ohana is our approach to work culture and collaboration – it's the source of our customer-first spirit. Expeditions engagements infuse our culture throughout your IT, sales, service, and marketing teams.





Learn how Expeditions helps you build success.

Digital transformation doesn't happen overnight. Success requires commitment, sustained effort, and the right support.

To help you succeed, Expeditions focuses on collaboration. Our experts work closely with your team to align business and IT. We help you build a foundation for success by:

- Pairing your senior executives with dedicated Salesforce experts
- Giving you access to the top experts in the Salesforce ecosystem
- Applying our best practices from 18 years of proven success with more than 150,000 customers



Partner with our senior experts.

When you work with Expeditions, dedicated, engaged leaders from Salesforce work with your executives to create alignment and effect change.

- A Program Executive is an Expeditions lead who partners with your business and IT sponsors. The Program Executive's primary goal is to align values and facilitate change management.
- Salesforce Architects are experts in various aspects of digital transformation. Expeditions connects your business with architects who can provide the strategic and technical guidance you need.





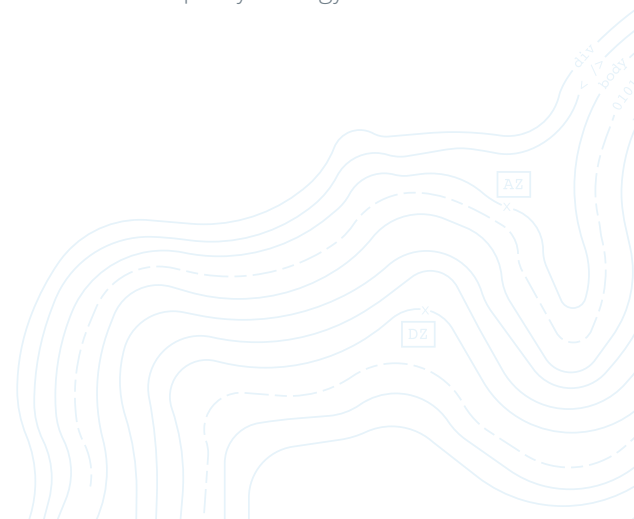
Get the right expertise.

As your business transforms, the guidance you need will change. Expeditions helps you navigate changes and provides the right resources to help you achieve your goals.

As part of your engagement, you'll work with experts with knowledge in a variety of domains, from IT governance to user experience design.

Our areas of expertise

- Culture
- Change management
- Development operations
- Security
- Organization strategy
- Product expertise
- Industry expertise
- Information architecture
- Data architecture
- Technical architecture
- Rapid prototyping
- Testing strategy
- Deployment automation
- Training
- Value management
- Leadership coaching
- User interface
- User experience
- User-centered design
- Agile development
- Ideation
- Empathy strategy



Learn how to innovate like Salesforce.

When you work with Expeditions, you'll discover our proven, sustainable approach to customer success and digital innovation. Our simple but powerful method involves three key phases:

1 Getting to know your organization.

We take time to understand your ambitions and challenges.



2 Defining and aligning around success.

We make sure everyone understands and works together to reach your goals.



3 Building a success culture.

We help your entire team work more effectively, create customer-centered experiences, and adopt new ways of working.



Achieve more with help from Expeditions.

By helping our customers adopt the Salesforce approach to innovation, Expeditions helps companies achieve their most ambitious goals. Our engagements lead to genuine transformation by focusing on key outcomes.

HOW WE HELP YOU TRANSFORM YOUR BUSINESS

Explore the art of the possible.

- Inspire design-led thinking
- Test new strategies
- Spark agility throughout your organization

Build digital capabilities.

- Improve your operating model
- Grow your competitive advantage
- Stimulate breakthrough ideas

Sustain transformation.

- Create a customer-first culture
- Manage complex changes
- Continue to innovate and grow

Learn more about Expeditions.

Contact your account executive to learn how Expeditions can help your business achieve its highest ambitions.

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