

The Salesforce logo, which consists of the word "salesforce" in white lowercase letters inside a blue cloud-like shape.

salesforce

A woman with blonde hair, seen in profile, is pointing her right index finger at a large digital screen. The screen displays a data visualization, possibly a map or a chart, with various colored markers. The background is dark with blurred city lights, suggesting an office or control room at night.

# SALESFORCE FOR HIGH TECH

MAKE YOUR CUSTOMERS LOVE YOU

# Innovate to Succeed

If there's one constant in the global technology industry over the past 50 years, it is change. High tech is a world of constant change – where the dominant players and technologies of the day are always being challenged, outpaced and replaced.

This constant cycle of renewal is powered by innovation – it is innovation and the growth that it powers which drives our industry.

The UK is at the forefront of the global high tech sector, with London reported as the #1 tech hub in Europe and #2 globally. High Tech businesses in the UK outstripped the rest of the domestic economy by 400% last year and accounted for more than 1 million jobs (KPMG).

If you are a leader in a UK tech company, you will know what it is like to operate in this kind of volatile, dynamic environment. Moreover, when you consider some of the dramatic and exciting trends that will define the industry over next decade, it is clear that you can only thrive and survive by building adaptability, agility and innovation into your business DNA.

**8** out of **10** fastest growing companies in the world have one thing in common: they use **Salesforce**

## THE FOUNDRY.

The Foundry provides award-winning creative software for the visual effects, gaming and design industries to customers globally. It is the fastest-growing established company in its field, achieving 50% year-on-year growth over the last three years.

Since adopting Salesforce, The Foundry has completely reinvented how it collaborates and how it uses information in its business. Salesforce gives access and sharing of complete customer histories, producing complex reports in minutes. It generates software license keys automatically and streamlines customer invoicing. This means that even for an agile, fast growing multi-national company like The Foundry, flexibility, agility and the collaborative culture typical of a startup organisation can be retained.

*“With Salesforce, we can understand our customers and ensure we continue to meet their needs.”*

Mark Brownlie, Chief Financial Officer



# The New Business Model

## Six Trends in the Business of High Tech

We are in the midst of a seismic shift in the world of computing that is changing the way technology, and the software which powers it, is created, sold, delivered and consumed.

A now universally-accepted facet of this industry shift is the **rise of cloud computing**. Technology is increasingly provided as a cloud service and not as physical infrastructure or commercial-off-the-shelf (COTS) software. As technology companies have transformed into service providers, we have seen a functional reset as the **service function has moved to centre stage**. Service has become such an important part of the value proposition that many technology companies (e.g. Zappos or Rackspace) can even build their brand around it, and use it to differentiate themselves in the market.

The gradual **consumerisation of software** has gone hand in hand with another dramatic development over the past decade – the shift to **mobile and device-based computing**. The ubiquity of beautiful, simple-to-use but tremendously powerful apps has changed the software design landscape forever. Developers now realise that design matters and they must build their products for users who's standards have been set by their smartphone or tablet.

Another identifiable trend, which can be linked to the increasing importance of service in tech, is the huge power and potential that your customers have as a **community of shared interest**. Many innovative young technology companies – like FitBit or Yelp – see the community as integral to their value proposition. Even more established tech companies like Microsoft and Apple are now laser focused on **fostering strong and engaged communities** within their ecosystem as a means to build greater advocacy, to get closer to their customers, close the feedback loop and deliver one-to-one marketing.

The final trend impacting the business of high tech is **big data** and, specifically, the potential for **data to become a strategic asset for your business**. As a technology provider, you are the vanguard of the shift to the digital world, and one of the consequences of this digital shift is an explosion of data. When harnessed correctly data can be the basis for a business. Think of the power of GPS data for disruptive, location-based technologies like Uber. Tech companies are at the nexus of this big data revolution; so much so that disruptors in traditional industries such as retail (Amazon) and media (Spotify, Netflix) can turn the old balance on its head through the smart use of data.

## Panasonic

When Panasonic embarked on a project to unify its B2B operations in Europe, it had to integrate much more than three separate organisations. It needed to integrate 35,000 channel partners, 200,000 customer and prospect accounts, and a sales pipeline worth €750 million.

Panasonic knew that Salesforce was the right choice. The entire B2B marketing and sales operation is integrated and managed on the Salesforce platform. By using Salesforce to drive operational efficiency, Panasonic has increased its pipeline by 50 percent in the space of just two years. It has also created a new division that is focused on solution-selling for large corporate customers.

*“With Salesforce, every lead counts, every marketing campaign counts, and every customer counts. It's prepared us for the future.”*

Stephen Yeo, European Marketing Director  
Panasonic System Communications

**34%** of C-level executives say that ongoing innovation is their top technical challenge

Salesforce State of Sales survey 2015

# Priorities for High Tech Businesses

In such a fast-paced, competitive environment, how do you keep up? What strategies are the most successful technology companies focusing on in order to deliver growth, delight customers and build shareholder value?

## Build the Revenue Engine

Top-line growth is the single biggest imperative for a technology company in any new or rapidly changing marketplace. You must build the revenue engine that will fuel your growth and give you a platform on which to build. This means becoming really good at sales and marketing – the very best technology companies market so effectively that it feels like service.

## Get a Single View of your Business

There is no shortage of data in today's high tech sector, but if it's unstructured and in silos, it is less than useful. Information is power, and there is no substitute for having a single consolidated view across your business, which is both insightful and actionable.

## Focus on Customer Success

In the cloud, the only acceptable reasons to lose a customer are bankruptcy or acquisition. You are now in the service business, and your future depends on the simple maths of measures like customer churn and subscription renewals. Great service is the fastest path to upselling, retention and customer happiness.

## Innovate Everywhere

Innovation is not solely the domain of the product development team. There are many ways to innovate. You can innovate by finding new ways to manage your business, new ways to leverage data, new ways to engage with your customers or new ways to drive efficiencies in your operating model. These innovations can be just as dramatic as a new product, and can help drive growth and strengthen your position in the market.

**64%**  
of high tech  
companies see  
attracting and  
developing  
business as a  
top challenge

Hinge Research Institute  
Feb 2015

## PHILIPS

*“Salesforce is helping us develop tools, processes, and new ways of working so we can cater to the needs of customers and consumers in specific markets. It's a collaborative tool that connects the dots.”*

Wim Van Gils, Vice President of  
Global Commercial Excellence





# Empower, Engage and Energise your Business

Salesforce is the first choice enterprise software platform for high-growth businesses that need to build speed, power and agility into their business. Salesforce helps you to unlock the data inside your enterprise, create competitive advantage, streamline your processes, energise your sales & marketing and drive operational efficiencies. We enable you to focus on your customer's success, so your customers love you.

## Sales Cloud

The world's No1 CRM and the undisputed choice for high tech companies.

Combine with Data.com & Pardot for your data & marketing, delivering the world's leading Salesforce Automation solution for business.

## Service Cloud

Serve your customers the way they want to be serviced.

## Marketing Cloud

Engage your customers on a 1:1 basis, across any channel, at scale. Automate your end-to-end marketing across all customers, partners and channels.

## Analytics Cloud

Deliver the power of enterprise-class data analytics from multiple data sources direct to your phone. Provide your people with a consolidated view of your business and actionable intelligence.

## Community Cloud

Reimagine how you engage with your customers, partners and employees. Accelerate channel sales, deliver better service, connect with your customers, transform your workplace and collaborate more effectively.

## App Cloud

Rapidly build applications that deliver value for your business. Turn ideas into reality with tools like Heroku and Salesforce1 Lightning. Create best in class applications with sublime user experiences that are instantly available on mobile.

**49%** of technology companies use or plan to use a mobile app to improve the productivity of their sales teams in the next 12 months

Salesforce State of Sales survey 2015

clearswift

*"As a high growth company serving a global market, we need to give our people access to the very best tools to succeed. Salesforce enabled us to empower our sales and customer support teams to improve service, drive growth and build closer connections with our customers."*

Joe Roffey  
VP Business Finance & Systems





Lumi is a global market leader in real-time audience insight technology for research, live events, meetings and corporate communication. Its technologies and mobile apps are used to provide an unparalleled understanding of peoples attitudes, opinions and behaviour.

Most recently, Lumi launched 'Meetoo', a real-time polling and messaging app that enables collaboration from any location, on any device, which is set to revolutionise meetings.

Lumi sought to increase visibility of its business processes and performance across its twelve worldwide offices, and to drive consistency in processes and reporting. It was seeking a 360-degree view of its business and customers. Today Lumi uses Salesforce Service Cloud to maintain visibility of Meetoo users, as well as integrating it with back office and marketing systems. Salesforce enables customers to sign up and access the service, while Lumi gains valuable insight to increase customer retention and identify up-sell and cross-sell opportunities.

*"With Salesforce we now have increased efficiency in opportunity management and more effective reporting, plus the ability to track ROI on marketing campaigns effectively around the globe."*

Richard Taylor, CEO  
LUMI



Only **37%** of technology leaders feel they are good at gathering insights across the customer lifecycle

Salesforce State of Sales survey 2015

Learn more about how Salesforce can help you succeed.

[Contact Us ›](#)



THE CUSTOMER SUCCESS PLATFORM