

Putting Ideas Into Action

Working with the leading implementer of Salesforce.com solutions

Salesforce.com was founded on the revolutionary idea that powerful enterprise applications could be delivered via the Web. That not every company is willing to wait the months or years it can take to realize value from traditional client/server applications. And that technical infrastructure should never get in the way of improving business performance.

But ideas without action won't get you very far.

That's why some of the world's leading companies in financial services, media, technology, automotive, travel and energy have turned to Deloitte to help them turn their ideas – about transforming sales and improving customer relationships – into action.

Square Pegs

You can force them, but they just won't fit into those round holes. (And if you do force them, they'll come out looking a little beat-up from the experience.)

It's the same with implementing Salesforce.com solutions. There's no cookie cutter approach. No golden bullet.

At Deloitte, we recognize that. It's not enough just to understand *how* to implement Salesforce.com. That's the price of admission.

We know that what works for other companies – even those you compete with – won't necessarily work for you. That's why we work with our clients and Salesforce.com to deliver real-life solutions to real-life sales, service and marketing challenges.

It's why industry experience matters. Where the real value comes – where we help you overtake your competition – is when we apply our industry experience. This first-hand knowledge of how best-in-class companies are tackling their business challenges, helps us understand how you can use Salesforce.com to achieve *your* objectives.

It's also why being part of the world's largest professional services firm is helpful. We understand technology and business processes. But we also understand how to bring your people along for the journey – to get them using Salesforce.com, and using it effectively. We also know how to implement effective security and privacy measures that can have an impact in any technology implementation that has the potential to touch your customers.

One Bite at a Time

Deloitte has been working with Salesforce.com for over three years and has a practice dedicated to building relevant capabilities and tools, and delivering value to our clients.

As a Salesforce.com Strategic Partner – and, with over 150 professionals, the largest trained and authorized implementer of Salesforce.com solutions – we help deliver superior business results.

And quickly. Our approach emphasizes velocity and momentum – just the attributes that software-as-a-service enables.

Why is speed important? First of all, does anyone really *want* to sit around waiting for good things to happen? By delivering meaningful results quicker, your project builds all-important momentum – which helps deliver support from users and executive sponsors alike. All while maintaining the kind of flexibility you need to shift your plan if the business climate requires it.

Deloitte may be a large firm with unmatched resources, tools and experience. But we're committed to speed and responsiveness. Just the kinds of attributes your customers, employees and partners appreciate in you.

Power Tools

At Deloitte Consulting, we marry Salesforce.com solutions with your whole business picture – your strategy, your processes and your people. That's why we've made significant investments in tools, methodologies, and industry solutions that lead to a faster, more effective Salesforce.com implementation.

- *The Salesforce.com Enterprise Value Map: Putting the R in ROI*

Every business initiative should be focused on delivering value – to your shareholders, employees, customers and business partners. With the Salesforce.com EVM, we have created a framework that links shareholder value to the various actions – in turn, powered by specific Salesforce.com functionality – that companies can take to improve value. It draws practical links between strategy and tactics; what can be done and how; the income statement and the balance sheet; organizational capability and operational execution; and, current performance and future performance.

- **IndustryPrint: Jumpstarting requirements definition**

Our IndustryPrint tool is like elastic energy. All of our saved knowledge – industry-specific, enterprise-wide business process models, gained from thousands of previous projects – is at our fingertips. And it's ready to be unleashed for your benefit. IndustryPrint™ helps us more easily define the leading practice activities supported by Salesforce.com – helping you jumpstart requirements definition and process design. We've developed IndustryPrints for virtually every industry, and are constantly adding to our inventory of knowledge and leading practices.

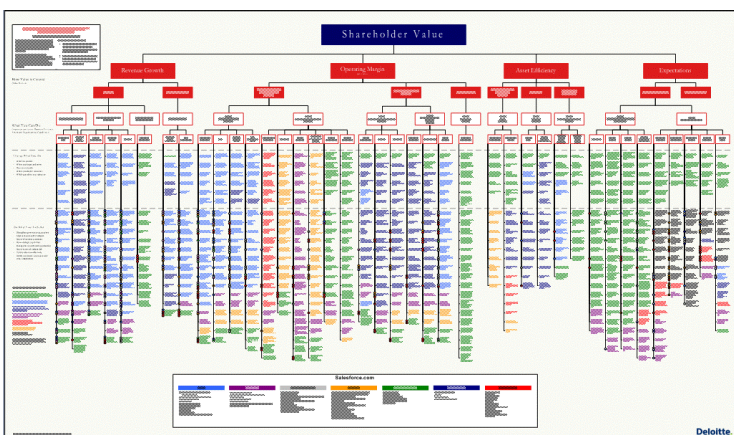
- **Build Management Engine: Easing communications during implementation**

The BME was created to ease communication of team members during the course of a project implementation. BME is an on-demand, application-specific tool that enables traceability and enforces standardization for requirements gathering. It features nine ready to use objects that dynamically track key documents. In comparison to traditional document management with Excel, Project, and e-mail, this tool greatly improves project efficiency, helping client and Deloitte teams.

- **Salesforce.com Project Methodology: Keeping you on track**

Deloitte has built a custom methodology based on a Software-as-a-Service approach, which is different from a typical 'On Premise' implementation. First, we analyze your requirements and how the implementation will impact your business. Next, we move into a design and configure phase – in which we design the technical architecture, build and test non-production environments, configure and convert data, and perform application security reviews. Finally, we test and deploy the system – ensuring that your production environment is stable and your end-users sufficiently trained.

Figure 1: The Salesforce.com Enterprise Value Map



Experience Counts

Our track record of success and visionary thinking has prompted third-party evaluators to recognize Deloitte as a leader in delivering value to our clients' customer-focused technology implementations. A focus on delivering value and a collaborative working style – working *with* our clients – has helped us gain a reputation that is second to none.

With Salesforce.com specifically, our experience is unmatched. From sales to support and service, to partner relationship management and Ideas, we have worked across the full spectrum of Salesforce.com's product suite. And from a development perspective, we have worked with Appexchange, S-Controls, Apex, VisualForce, Integrations, and both Offline and Mobile instances.

Our clients have ranged from relatively small implementations and pilots for a few hundred users, to nearly 5,000 users across an entire company's sales organization. Our industry experience includes financial services, hospitality, automotive, energy, professional services and technology. No matter what the size of the engagement – or the type of client – we always bring the full power of Deloitte's experience and toolset to deliver value.

Put your idea into action

Any company that is considering Salesforce.com's solutions has a big idea. An idea that a successful sales or marketing transformation *doesn't* have to take years and cost tens of millions of dollars.

We'd like to help you make that idea become a reality.

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