



maconRAINE

Specialists in building **SMALL** custom Salesforce.com business process applications

If you are running into problems that should be simple in Salesforce but aren't, the solution may lie in very small, simple, and very targeted customization. Small, incremental tweaks can do wonders for user adoption and satisfaction.

Migrate your “spreadsheets as apps” to Salesforce quickly

If your team is running “spreadsheets as apps” and you have already implemented Salesforce, there is an immediate opportunity to get more value from your SFDC investment. The cost savings can be enormous and the investment is trivial.

What are the benefits of migrating spreadsheets as apps to Salesforce?

A SINGLE DATABASE

When your data is in a single database, there are no data synchronization, connection issues or data loss between databases. Having a single data store also helps increase the speed of accessing data, generating reports or generally mining the data because there are no round-trip transactions needed with the data.

PHYSICAL SECURITY

Woops. What happened to the spreadsheet? Now your data resides in the Salesforce database and never leaves. It is not sent or stored on an outside server nor does data enter from external servers, which may be the case with non-native apps.

SMARTER ADMINISTRATION

Your Salesforce administrator already has the knowledge and skills and is capable of running any new custom applications you decide to implement.

ADOPTION

Users are already familiar with how Salesforce works and migrating your XLS apps will significantly lower cost of adoption.

NO ADDITIONAL COST (aside from the cost to migrate)

You are already paying a license fee for Salesforce. Why add additional point solutions when Salesforce can do everything you need?

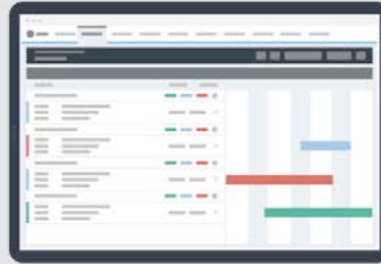
Streamline work with intelligent customization



OPERATIONAL MANAGERS

What is the status of my process?

A rapid way to easily design processes, change them in flight, update them, and get real-time visual status during execution.



DEPARTMENT MANAGERS

What are my resources working on?

For customer onboarding, gain instant access to information about who is working on what, and where are bottlenecks occurring?



RESOURCE MANAGERS

What is resource utilization and availability?

Achieve a clear understanding of resource availability, as well as visibility into current and future workloads across the entire customer implementation portfolio.

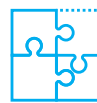
Typical custom Salesforce app use cases

Clients usually request our help for business process challenges – they ask us to fix things that should be simple in Salesforce but aren't. Typical use cases for Custom Salesforce applications include:



MANAGING DOCUMENT

APPROVALS: Streamlining internal and external operations with time-sensitive, complex end-to-end processes such as proposal reviews and approvals.



TRACKING WORK: Making sure that work is performed in the right sequence by the right person at the right time; making sure that nothing falls through the cracks.



IDENTIFYING ISSUES: Creating processes that redflag potential problems, lack of follow-up, lack of critical steps, so they can be dealt with before they get out of hand.



DELIVERING SERVICES: Managing process-driven projects such as the installation of hardware, cabinets, POS systems, and more.



Streamline operations

With Salesforce.com and intelligent, tailored customization, it becomes easier to tame even complex processes.

- Accelerate time to value and reduce risk by providing a standard, consistent way to build process-driven applications that are well-designed, flexible, and easy to maintain.
- Uses a service-oriented approach to workflows and process management that makes resulting applications highly modular and easy to configure and reconfigure as needed.
- Includes simple tools for end-users to maintain their business rules, conditions, forms, Kanban boards, etc. without any knowledge of Salesforce, and automatically inherit ready-to-go visualization, optimization, and monitoring tools.
- Provides the ability to easily design and manage complex process and project scenarios.
- Can be updated and maintained by business analysts and power users who have just a minimal amount of Salesforce knowledge.

About us - power users helping power users

Unlike Salesforce consulting firms, we're a group of marketing operations power users that have figured out how to quickly deliver custom Salesforce workflows and process solutions quickly and easily. We're not developers – just advanced Salesforce users that know how to make things work using low/no-code approaches to customization.

LEARN MORE

For more information, get in touch today.



maconRAINE

Ben Bradley, General Manager
ben@maconraine.com
630-430-7267