

# HOW MATURE IS YOUR SALESFORCE ORG?

#### REPEATABLE

#### AD HOC

- Poor adoption and unpredictable data
- Sales is primary user
- Processes in silos emails, spreadsheets
- Poorly governed, lacks an experienced Admin

- Sales fully engaged
- Better pipeline forecast/repeatable processes
- Reactive, focused on short-term wins
- Not fully aligned with company strategy

### **DEFINED**

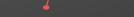
- Data quality enforced -Reports
  & Dashboards provide
  actionable data
- Sales & Marketing aligned with other depts. using platform
- Governance in place; sandbox environments facilitate scheduled deployments
- Focus on proving ROI

## **MANAGED**

- Integral part of company's strategic goals/vision
- Continuous innovation and improvement keeps org in sync with overall business

**OPTIMIZED** 

- Force.com is trusted platform for new business app development
- Users empowered through selfservice tools
- Customers, partners engaged
- ROI maximized



- 360° view of customer
- Integrated with business apps
- Enhancements prioritized
- Exec team making decisions based on KPIs from Salesforce

