



Creating New Revenue Streams via the Salesforce AppExchange

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THE CLIENT

The client is a multinational financial information provider. It is one of the leading providers of software, data and analytics to the financial services community.

THE CHALLENGE

As one of the world's leading sources for financial data, it's no surprise this client was approached by Salesforce.com with the opportunity to take its market leading data to the Salesforce AppExchange. The synergy makes perfect sense - drive complete customer intelligence within Salesforce with some of the best 3rd party financial data and intelligence. This initiative was part of Salesforce.com's Data Exchange program which aims to provide value added content and enrichment services to the Salesforce platform through custom applications available on the AppExchange. The custom application, which integrates the client's database directly into the Salesforce user experience needed to be built by Dreamforce which was just five weeks away.

THE SOLUTION

The client engaged Cervello as their product development organization to strategize, design, develop and deliver the new application. Initial scoping and planning sessions involved outlining key deliverables related to the development efforts. For speed and simplicity, Cervello consultants leveraged the Heroku cloud platform. This enabled them to optimize the initial investment and accelerate time to value for the client. Cervello consultants also determined that Heroku would allow the client to scale the application with greater ease as new features are added. It would also enable them to keep pace with user growth. During the engagement, the Cervello team also managed the rigorous security review process, working closely with Salesforce to ensure the application met security standards and that it would provide immediate value to the client.

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THE BENEFITS

Cervello helped this client to successfully deploy an application on the Salesforce AppExchange which in turn will deliver significant value to the Salesforce community. This application enables Salesforce.com to offer an improved experience to its customers by providing users easy access to the most accurate, transparent and up-to date sales intelligence directly within Salesforce. Equally important, the custom application has opened the doors to a new revenue stream for the client while also enabling them to adopt new cloud based technologies for enterprise grade application delivery now and in the future.

ABOUT CERVELLO

Cervello Inc., is a leading professional services and solutions provider focused on helping companies solve complex data challenges, improve business analytics and optimize business performance. We focus on transformative cloud-based technologies in enterprise performance management, data management and business intelligence and customer relationship management. Cervello works with some of the leading on-premise and cloud software providers such as Oracle, Host Analytics, Salesforce.com and Birst. Our core services include advisory and consulting, solution implementation, custom application development, cloud integration and managed services. For more information, visit us at www.mycervello.com or contact us at info@mycervello.com.