



“With the Force Platform, we were able to streamline a broken process through social collaboration utilizing Chatter.”

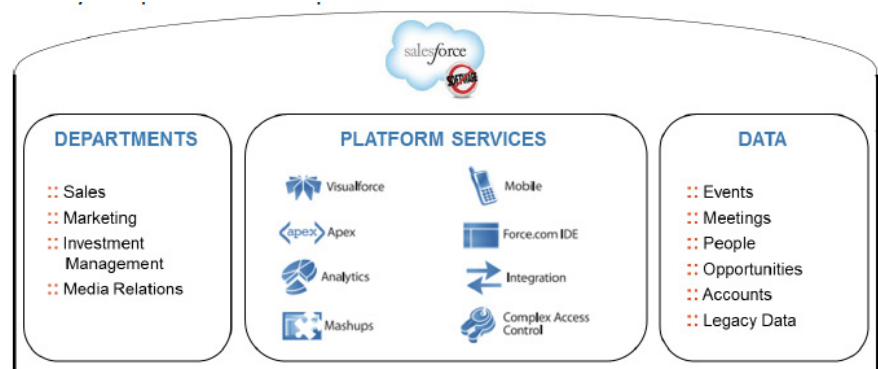
- Executive Sponsor

Custom Event Planning Application

Coordinating meeting and event resources in a global organization is challenging, frustrating, and sometimes near-impossible. If colleagues are traveling, use different calendar applications, or are extremely busy, it can be very hard to schedule time in calendars. A multi-national mutual fund and financial services company approached Cervello for an innovative, streamlined, social answer to their meeting planning problems. Cervello developed a cloud-based, custom Force.com application, complete with Chatter integration, to allow the firm’s marketing team to manage, schedule, execute and analyze events seamlessly.

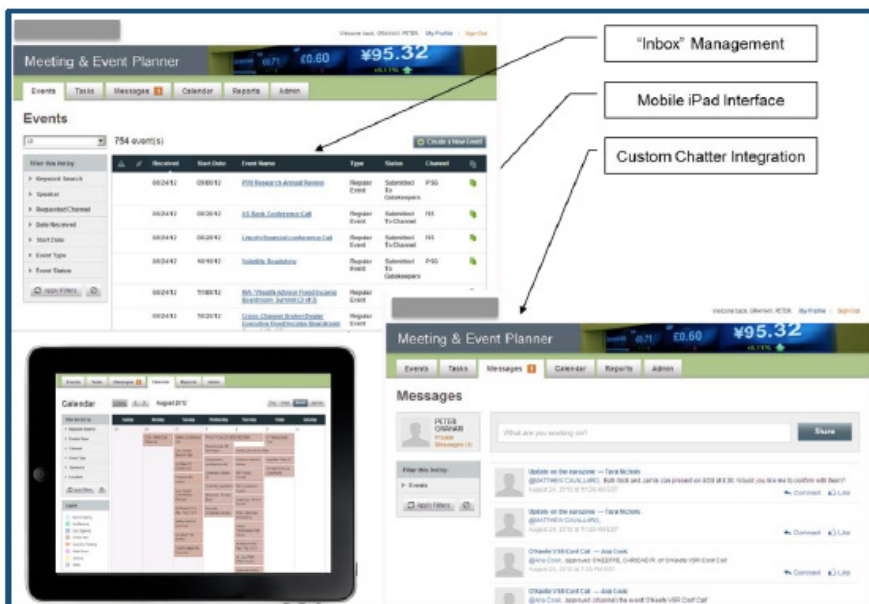
CHALLENGE

Previously, business users struggled with a fragmented, offline process that lacked sales support visibility and existed on end-of-life technology. Cervello needed to provide the sales and marketing team with a streamlined business process for scheduling investment professional meetings with clients, prospects and external speaking engagements. The need to have investment professionals support sales opportunities helped support the strategic goal to increase net asset flows. Sales and Marketing leadership identified that a more robust application with rich features like collaboration would increase visibility and optimize investment professionals’ time.



SOLUTION

Cervello built a custom application to manage the scheduling and event management processes using the Force.com platform because its SaaS architecture allowed for rapid deployment with minimal IT support. Cervello developed custom data integration using Informatica and a Salesforce.com connector, and added visualization and travel optimization using a Google Map mash-up. Cervello also developed the application to be accessible on mobile devices to support an on-the-go workforce, and included Single Sign On integration with the corporate infrastructure for ease of use.



BENEFIT

The Meeting and Event Planner application supports 500 sales professionals and 1000 investment professionals globally. The Salesforce.com Chatter integration streamlined communication between Sales and Marketing and Investment Management teams, including the follow-up processes during planning. There were significant technology cost savings on SaaS architecture and the decommissioning of legacy technology, and the optimized business process increased net sales and asset retention.

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 system implementation, advisory services, custom application development and managed services. **For more information, visit us at www.mycervello.com or contact us at info@mycervello.com.**