



We hired HigherEchelon to complete a [Salesforce] project that was started by another provider whom we fired for their inability to finalize the project and satisfy the requirements. HigherEchelon did an excellent job.

- Client, Technology Sector



SALES SERVICE MARKETING EINSTEIN AI



ANALYTICS INTEGRATION PLATFORM

GOODBYE FRUSTRATION

HELLO DIGITAL TRANSFORMATION

HIGHER ECHELON™

Salesforce Consulting & Implementations

THE MODERN WORK ENVIRONMENT HAS BECOME FASTER, MORE FLUID & MORE COMPLEX. *Are your systems & people up-to-speed?*

The **ONLY** certified Salesforce partner delivering the Resilient & Adaptable Organization – Digital Transformation© (RAO-DT) system to provide award-winning implementation solutions that also solve change management challenges in the human dimension.

- 1 STRATEGIZE**
current & future desired outcomes
- 2 LEAD**
by ensuring stakeholder commitment
- 3 DETERMINE**
needed systems & functions
- 4 SELECT**
adaptable technologies
- 5 PLAN**
with comprehensive collaboration
- 6 OPTIMIZE**
with process-oriented simplicity
- 7 GUIDE**
planned org. change management
- 8 IMPLEMENT**
AGILE development & OCM plan
- 9 TRAIN**
beyond a one-time event
- 10 SUSTAIN**
monitor, evaluate, report, & refine



HigherEchelon's team is extremely professional and high caliber. They are very knowledgeable ... while offering solutions to business problems. That's a hard mix as most partners tend to be over indexed in 1 particular way. HigherEchelon knew how to leverage the platform to solve our business needs.
 – Client, Financial Services Sector



DO ANY OF THESE BUSINESS CHALLENGES SOUND FAMILIAR? *We have proven solutions.*

Sales, Service & Marketing processes are difficult to define & adapt

- New programs are time-consuming & costly to implement & train
- Packaged sales processes do not account for unique company structure & industry challenges
- Legacy technology does not support the new processes which leads to offline trackers & further disparate information

Data is dispersed within existing systems & offline tracking mechanisms

- Information valuable to sales and service is split across multiple technologies
- Team members develop their own unaligned systems that become outdated & are impossible to share real-time
- A true 360-degree customer view becomes difficult, if not impossible to obtain

Executives hesitant to implement new systems due to high failure rates

- Failure rates as high as 50% make executives skeptical that a new program will succeed
- Excess focus on the technology solution procurement process drives the failure rate higher
- The view that digital transformation is a one-time project rather than an ongoing program leads to a short-term focus and risk of non-adoption



We guide clients step-by-step through the entire digital transformation journey to provide a flawless technology implementation paired with world-class change management for sustained success.

Providing award-winning business solutions across functions such as:

Sales & Marketing

Customer 360
 Account Planning
 CPQ
 Opportunity Management
 Social Media & Email

Customer Service

Omni-channel Support
 Support Ticketing
 Resolution Tracking
 KPI Tracking
 FAQ Generation
 Customer Self-Service

Talent Management

Recruiting
 Applicant Tracking
 Employee Onboarding
 Selection Algorithms
 Certifications Tracking
 Employee Reviews

Operations

Staffing
 Resource Planning
 Communications
 Asset Management
 Project Management
 Issue/Risk Tracking

Analytics

Dynamic Dashboards
 Map Visualizations
 Hybrid Datasets
 Predictive Modeling
 Advanced Reporting
 Next Best Step

“ We brought HigherEchelon onboard to help us thoughtfully and quickly implement new capabilities across our Salesforce instance. Their expertise ... was extremely valuable...they were extremely responsive to our needs and requests, including being onsite to help troubleshoot development of our production roll out to the business. HigherEchelon consistently worked to our schedule and scope and delivered a product on time and within budget.
 – Client, Financial Services Sector

YOU CAN'T RISK A FAILED OR FAULTY IMPLEMENTATION. WE GET IT. *That's why clients prefer our trusted partnership.*



WHY CHOOSE US?

HigherEchelon is a Silver Salesforce Implementation Partner that brings together world-class expertise in Salesforce, leadership, change management, and team dynamics to deliver a robust, one-stop-shop solution to solve the full range of technical and human capital challenges inherent to digital transformations.



WORLD-CLASS CHANGE MANAGEMENT EXPERTISE

- PhDs in Organizational Behavior, Human Performance & Sports Psychology on staff
- ICF, PMBOK, PMP Certifications
- Certified Mental Performance Consultants
- Master Strategist & Joint Planner
- Cognitive Behavioral Assessment, MBTI, DiSC, Korn Ferry viaEDGE, Envisia Learning's View Suite 360, Hogan EQ report, Keirseley Temperament & others

OUR SALESFORCE RECOGNIZED EXPERTISE INCLUDES:



- Community Cloud
- Lightning Deployments
- Marketing Cloud
- Pardot
- Einstein Analytics
- Integrations
- User-Centered Design
- Automated Testing
- DevOps Experience in: Gearset, Metazoa, SFDX & Copado

NEARLY 100 ACTIVE PARTNER PROGRAM CERTIFICATIONS INCLUDE:

- System Architect
- Application Architect
- Sales Cloud Consultants
- Service Cloud Consultants
- Community Cloud Consultants
- Marketing Cloud Consultants
- Platform Developer I and II
- Platform App Builder
- Copado Developer
- Administrator & Advanced Administrator
- MuleSoft Level 4

OUR TRACK RECORD:

- 4.9+ out of 5 Customer Satisfaction
- More than 90% of clients request follow-on work
- Partner Innovation Award
- Military Hiring Partner of the Year Award
- Staff member win of the Golden Hoodie

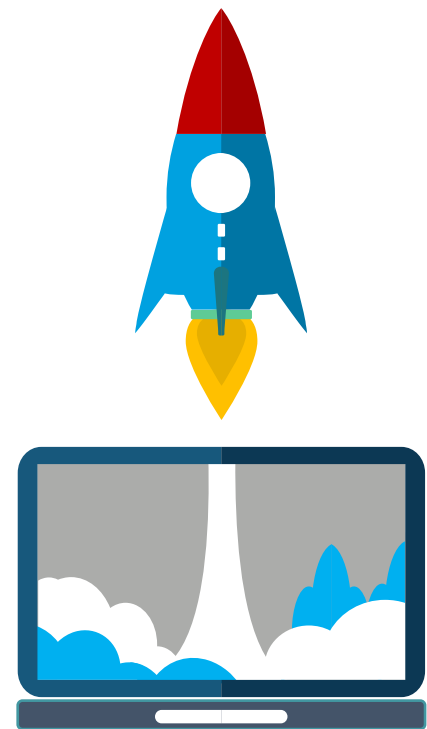


“ HigherEchelon understood our requirements upfront and were able to handle opportunities to deliver additional value through their quick and efficient roll out and implementation process. Their customer focused approach also identified potential value for future enhancements without losing track that on-time project delivery (they were actually early on an aggressive schedule) and no scope creep were important to us. A great experience delivering a much-needed system to help us rapidly grow our business. *– Client, Professional Services Sector*

IMAGINE THE WINS ON THE OTHER SIDE OF A DIGITAL TRANSFORMATION. *We can get you there.*

OUR APPROACH SAVES YOU TIME, MONEY & FUTURE HEADACHES

- ★ **Front end strategic planning** for future use-cases & needs that minimizes potential design conflicts & costly back-tracking that can occur without experienced forward thinking.
- ★ **Cost-effective long-term solutions** are best achieved through a clicks-not-code approach. We utilize standard functionality everywhere possible for codeless custom functionality that integrates with future Salesforce updates. When custom code seems necessary, we collaborate with clients to navigate pros & cons before development.
- ★ **Our one-stop-shop capabilities** mean you don't have to work with multiple vendors whose solutions may not integrate.



LEARN MORE:

Scan the QR Code to read a human resources case study whitepaper we co-authored with Salesforce