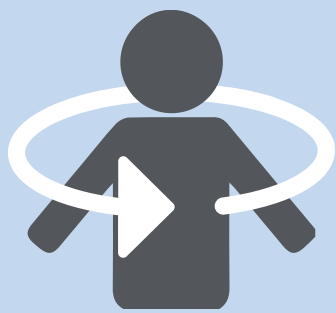


# HOW TO GET THE MOST OUT OF YOUR SALESFORCE INVESTMENT

## KEEP IT CUSTOMER-CENTRIC



Centralised data allows you to gain 360 view of customer

## KEEP IT TEAM-CENTRIC



Simple & streamlined processes and systems make daily life easier

## IMPLEMENT THE RIGHT PROCESS

Salesforce CRM provides one platform for RevOps (Marketing, Sales) and Finance. Everyone needs to work together through connected processes, systems; all the way from inquiry to invoice.



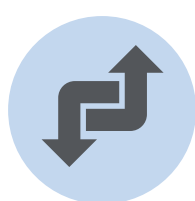
## FOCUS ON THE TECHNOLOGY AS 'ONE CORE PLATFORM'



Reduce legacy tech debt



Implement infrastructure to scale



Adapt to changes in the operating environment



Tighten data security and privacy

## ENHANCE CORE CAPABILITIES

### MARKETING & SALES

One set of messaging, processes, and complementary metrics

### OPERATIONS

Simplified processes through teams working from one platform

# ROI

Achieve max ROI and gain a sustainable competitive advantage