



Greater Phoenix Economic Council drives economic development with one unified platform

OVERVIEW

Established in 1989, the Greater Phoenix Economic Council (GPEC) actively works to attract and grow quality businesses and advocate for the competitiveness of the Greater Phoenix region. As the regional economic development organization, GPEC works with 22-member communities, Maricopa County and more than 160 private investors to accomplish its mission and serve as a strategic partner to companies across the world as they expand or relocate.

GPEC works closely with its partners to provide the resources companies need to successfully move or grow their businesses in the region. Although the organization had previously invested in Salesforce Classic, its needs had outgrown the current capability of the software. GPEC’s partners, for example, did not have reliable access to critical project data, and internal employees were using multiple systems to perform redundant processes, threatening the productivity of the entire organization. With a lack of integration between its technology systems and more of its employees turning to email and phone calls to communicate with partners, GPEC realized the need to launch a new initiative that would streamline its existing Salesforce application and deploy a consistent Salesforce approach across all business units. By partnering with MST Solutions to migrate to Salesforce Lightning and enhance its existing systems, GPEC was able to increase user adoption while improving data consistency and productivity throughout the organization.

“MST is professional and responsive to meet our need in adapting users from salesforce classic to lightning. The discovery sessions were helpful for internal staff to identify challenges in our existing system and MST made recommendations to overcome these huddles in a timely and cost-effective manner.”

Carol Hu

Senior Director | Business & Industry Strategy
Greater Phoenix Economic Council

KEY TECHNOLOGIES USED:

- Community Cloud
- Sales Cloud
- Einstein Analytics
- Marketo
- Wrike
- SharePoint
- VisionE

Challenge

Prior to launching the new solution, GPEC was struggling to maintain multiple systems and provide consistent and timely information to its partners. Although GPEC had been using Salesforce Classic for many years, its usage varied between Business Development, Investment Engagement and Marketing teams. The additional time required to coordinate with its partner communities led to data inconsistency and lost productivity. At the same time, GPEC wanted to provide a single communication platform to partners

CHALLENGE

and employees, improve collaboration, and produce better reports for its leadership team. What was needed was an updated Salesforce platform with greater capabilities, easier integration of new features, and the ability to scale with the organization.

Solution

GPEC partnered with MST Solutions to migrate from Salesforce Classic to Salesforce Lightning, roll out a new community portal, improve the sales path, integrate third-party systems with the Salesforce platform and enhance reports and dashboards with Einstein Analytics. MST Solutions worked to identify the critical issues that were impacting internal users and community partners. After engaging with GPEC's teams to understand the existing implementation and how Salesforce Lightning could meet their needs, MST Solutions provided detailed requirements, design artifacts, user guides, training and a roadmap for future development.

Results

Once the migration from Salesforce Classic to Lightning was complete, MST Solutions implemented a variety of enhancements to automate existing manual processes and made data consistent and reportable. Sales Cloud is now used for project tracking, with accessibility for partners through Community Cloud. Integration with SharePoint allows files uploaded by partners to be easily accessed by the GPEC team. Wrike integration allows for linking between the two systems which provides better interaction between the GPEC teams. Integrating Salesforce with Marketo has replaced a whole host of marketing tools and provides better insights for non-marketing users in Salesforce. Finally, Einstein Analytics gives leadership a better read on the opportunities being worked by the team and their progress toward annual goals.

With employees, partners and clients all using the same platform, the full power of the Salesforce has reduced cost due to integration and sunsetting of nonessential tools. The community portal acts as a one-stop shop for GPEC's 22 partners to get the details they need about any opportunity.

Salesforce has also provided improved collaboration and operational efficiency. The new implementation reduces time spent on manual and administrative tasks as everything is recorded/reported in one place.

Visit mstsolutions.com today to learn how other businesses have partnered with MST Solutions to maximize the value of Salesforce.

“MST was able to look at our unique business case and create and enhance tools in our salesforce system that enable us to execute our work more efficiency and increase productivity.”

Maureen Howell

VP, Operations

Greater Phoenix Economic Council

KEY OUTCOMES

- Increased Lightning adoption from 60% to 100%
- Improved data consistency by creating automated processes for data validation
- Integration with SharePoint, Wrike and Marketo
- Increased transparency on project data for GPEC community partners through the Community Portal
- Enhanced the current implementation using automation, process improvements, more security controls
- Enhanced reports and dashboards using Einstein Analytics
- Created a contract management system to improve the approval process and vendor management