



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 its CRM capabilities, its partners 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 Mastek to enhance its existing systems, GPEC was able to increase user adoption while improving data consistency and productivity throughout the organization.

| KEY TECHNOLOGIES USED

- Salesforce.org
- Einstein Analytics
- (foundation)
- Marketo
- Community Cloud
- Wrike
- Sales Cloud
- SharePoint
- Salesforce Platform
- VisionE

“Mastek 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 Mastek made recommendations to overcome these huddles in a timely and cost-effective manner.”

Carol Hu

Senior Director | Business & Industry Strategy
Greater Phoenix Economic Council

| 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 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 and employees, migrate from Salesforce Classic to Lightning and produce better reports for its leadership team.

| SOLUTION

PEC partnered with Mastek to rollout a new community portal, improve the sales path, integrate third party systems with the Salesforce platform and enhance reports and dashboards with Einstein Analytics. Mastek 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, Mastek provided detailed requirements, design artifacts, user guides, training and a roadmap for future development.

| ABOUT

Mastek is a turnkey & trusted Digital Engineering & Cloud Transformation partner that delivers Innovative Solutions and Business Outcomes for clients in Healthcare & Life Sciences, Retail, Manufacturing, Financial Services, Government/ Public Sector, etc. We enable customer success and business change programs by partnering with enterprises to unlock the power of data, modernize applications to the cloud, and accelerate digital advantage for all stakeholders. Customers Trust Mastek to deliver Business Value with Velocity and we operate in 40+ countries including the UK, Americas, Europe, Middle East, APAC with ~5000 employees. We are in the business of de-complexing Digital and making our clients future-ready with an industry-first approach. For more details, please visit our website www.mastek.com.



"Mastek 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