**MONTANA DEPARTMENT
OF COMMERCE**
unlocks detailed program visibility to all
their relevant stakeholders

OVERVIEW

In conjunction with other divisions of the Montana Department of Commerce and partners around the state, the Montana Office of Tourism and Business Development (MOTBD) supports businesses through technical assistance, research, and access to grants and loans while inspiring visitation to maximize the economic impact of tourism, encourage private sector investment and ensure that Montana is a great place to live, work and play today and for future generations.

As the largest economic development organization in the state, MOTBD plays a critical role in strengthening the economy through job creation and business development. Although the agency makes a sizeable economic impact in the state, it was tasked by statute to provide more detailed reporting of their program results. With a large set of disparate programs spread across multiple departments and lacking a centralized system to collect, save, search and share information, MOTBD needed to implement a solution that was flexible enough to accommodate each program's unique needs while also rigorous enough to provide oversight into their data. With the new solution in place, MOTBD has improved collaboration, reduced data silos and can now create detailed reports on the outputs of the agency.

KEY OUTCOMES

➢ Increased Reporting Efficiency

➢ Increased Salesforce adoption

➢ Improved Program Insights

CHALLENGE

Prior to launching its new solution, MOTBD was investing a lot of effort to generate reports that capture their most important program metrics and outcomes. Although recently passed legislation made this problem a critical priority, it was something that the agency had difficulty with as the number of programs increased over the years. With more than 20+ programs spread across departments and no CRM to track interactions with each company, it was a challenge to make company information accessible throughout the agency.

Furthermore, managing project goals, budgets, pledges, members and activities was exceptionally daunting without a tool specifically designed for economic development organizations. MOTBD needed to find a trustworthy partner to customize and implement a CRM platform that would let them collect, save, search and share information related to the people and companies they work with.

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| SOLUTION

MOTBD partnered with Mastek to implement the Salesforce Lightning Platform for capturing program data in a manner that would let them easily produce reportable outputs. Mastek built an agency and industry specific data and security model and migrated all programs to Salesforce in a way that would allow projects to be associated with different industries, geographic regions and businesses. To capture record types, metrics, contract and payment details for each program, Mastek created a custom program management lighting app and provided regular training sessions that would ensure a successful rollout and increase user adoption.

Visit **mastek.com** today to learn how other businesses have partnered with Mastek to get integrated with Salesforce.

| 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.**

| BY THE NUMBERS

➢ 1286 contact records migrated

➢ 4878 account records migrated

➢ 514 project records migrated

➢ 25 program records migrated

➢ 42 reports developed

➢ X hours save on reporting tasks

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