



Arizona Commerce Authority forges ahead with Salesforce Sales Cloud, creating a 360-degree view for a unified team

OVERVIEW

As the state's leading economic development agency, the Arizona Commerce Authority (ACA) has a streamlined mission to grow and strengthen Arizona's economy. The ACA uses a three-pronged approach to advance the overall economy: recruit, grow, create – recruit out-of-state companies to expand their operations in Arizona; work with existing companies to grow their business in Arizona and beyond; and partner with entrepreneurs and companies large and small to create new jobs and businesses in targeted industries.

For several years, the client services division utilized a highly customized instance of force.com to capture the agency's progress toward their business attraction and expansion goals. In order to improve user experience for existing Salesforce users and optimize Salesforce for new users, the ACA needed to expand the functionality of its existing application.

Recognizing that data is one of its most important resources, ACA knew tapping into the power of Salesforce could further improve data capture and reporting by providing a 360-degree view of their interactions with accounts and contacts.

With the assistance from MST Solutions,

ACA successfully transitioned its super users to Salesforce Sales Cloud, added other business units to the platform, implemented standardized training and enhanced its reporting capabilities. With the uniform and efficient use of Sales Cloud, ACA provides a unified user experience and maintains data across the entire agency.

KEY OUTCOMES

- Increased sales and reporting efficiency
- Improved user adoption of the Salesforce platform
- Reduced redundancies

Challenge

Although ACA was already using Force.com to drive much of their sales process, its leadership realized the limitations of making the platform work as an agency-wide application. Employees outside of the client services division were eager to add data collection capabilities, activity and metric tracking and new features that would provide a 360-degree view of all client interactions. They also needed to improve the user experience by applying functionality that was best implemented out of the box. In order to make Salesforce fit the needs of the broader organization, ACA needed to find a trustworthy partner to customize and implement Sales Cloud.

CHALLENGE

“MST has a very high level of competency with Salesforce and acquired a high level of competency and understanding of our business quickly. Their team did everything they could to set expectations on what their engagement would require of us.”

Brian Sherman
Arizona Commerce Authority

Solution

SOLUTION

ACA selected MST Solutions as its partner based on its experience implementing Sales Cloud and reputation for working with other public sector organizations. MST Solutions began the Sales Cloud implementation process by conducting comprehensive discovery sessions with ACA's business teams to dive into their business requirements and gain a complete understanding of existing business processes. MST Solutions facilitated process mapping exercises, configured new Salesforce record types and reports and implemented advanced Sales Cloud functionality.

A significant amount of data was imported to Salesforce, including over 1200 records of Arizona Innovation Challenge data. After implementing Sales Cloud, MST and ACA focused primarily on building on the momentum of previous work to improve user adoption and introduce Einstein Analytics.

Key Technologies Used

- Salesforce Sales Cloud
- Einstein Analytics
- Scan to Salesforce
- DocuSign
- Outlook Sync for Lightning

Results

MST Solutions is proud to be a trusted consulting partner for ACA and support its goal of strengthening and growing Arizona's economy. After extensive collaboration, user profiles and data were successfully migrated from Force.com to Salesforce Sales Cloud. Sales Cloud allows ACA users to log leads, opportunities, track their activities and metrics and run reports specifically configured to their business requirements. Users are no longer tied to spreadsheets or required to enter data manually.

With Sales Cloud newly implemented, ACA adopted a standardized training methodology to ensure current and future users were comfortable using the tool. ACA then recognized the value that Einstein Analytics offered its management teams. Einstein Analytics provided access to critical data in an automated, highly customizable and visual way. The ACA's Salesforce Refresh project has resulted in increased user adoption of Salesforce, expanded business data capture, eliminated redundant processes and enhanced reporting capabilities throughout the organization.

Visit mstsolutions.com today to learn how other businesses have partnered with MST Solutions to get integrated with Salesforce.

RESULTS

“MST is an outstanding consultancy - quick to learn our business, strong discovery and implementation skills. The company set the bar for service delivery. It was refreshing to work with a highly invested partner.”

Lauren Wright

Director of Quality Improvement
Arizona Commerce Authority