



Tending the Garden

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OUR APPROACH

Technology is a core investment for most organizations. But to make the most of a technology product, especially one like Salesforce that is continually innovating to meet new user needs, it's important to have an ongoing, productive relationship with a technology partner who can help you get the most value out of your investment.

The problem we often see



A common pitfall: We'll just do it now

At the beginning of a Salesforce project there is often a great deal of time and money invested. People start out loving it. But then the system doesn't keep up with platform changes and over time people start to hate the system and not use it. At some point, the pain becomes so great that another tranche of time and money is invested to start the same cycle all over again.



A better way - Tend the garden



Some of the things we think about when it comes to tending the garden:

- Plan on rolling out new features and functionality as business processes change, as new teams need to be brought on, and as Salesforce upgrades 3x a year.
- Don't be afraid of scope creep. The scope is supposed to evolve. "Scope doesn't creep, understanding grows" (Jeff Patton)
- Rather than going "all in" at the beginning, think of your investment in phases: Crawl, Walk, Run.
- We believe the best support is possible when you don't lose the knowledge from the initial implementation. Our support philosophy is to always involve the same consultants that worked on the project in the support of that project afterwards.
- We believe in a product-based approach where time and resources are continually invested to make sure users are happy and your organization is benefitting.

Salesforce Q&A

Why is Salesforce always changing?

Salesforce needs to continually innovate (i.e., email marketing, etc.) to keep up with marketplace changes. That means a little time where you aren't paying attention to the system could lead to significant gaps.





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