



## Professional Services

Summer 2008



## Testimonial

*Through our year-and-a-half relationship, American Data Company has done a stellar job understanding our business processes, creating custom applications, integrations, and customizations for the Salesforce.com platform. What started as our CRM has expanded to an enterprise system that our Sales, Marketing, Customer Support, Call Center, and Executives use for day-to-day operations. American Data Company's efforts have enabled our organization to attain real-time insight into our business metrics and allowed us to more rapidly steer and grow our business, while decreasing the man hours required to do so.*

*-- Patrick Lewis  
Sales Manager, Edgenet Inc.*



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## About

American Data Company is a next generation technology consulting firm specializing in the SalesForce.com and ExactTarget platforms. We enable clients to create and deploy Software as a Service (SaaS) solutions that are *easy to use, effective, secure, and reliable* – all without having to purchase and maintain hardware and software infrastructure.

Whether your organization is in need of Customer Relationship Management (CRM), Sales Force Automation, Customer Support, Email Marketing, or a custom Enterprise Solution, American Data Company provides services to quickly and effectively customize scalable and secure software to meet your goals.

We help clients to achieve business objectives by providing strategy, development, and training services.

## Clients

We service clients of all sizes, from high growth companies to the Fortune 500.

## Team

Our team has achieved SalesForce.com partner certifications at various levels and has thorough experience in business analysis, implementation, integration, custom development, and training.

## Location

American Data Company is headquartered in Los Angeles with offices in Toronto, Canada.

In addition to onsite services, we provide remote consulting services nationally.



## CRM Advisor

Whether you are interested in planning a new CRM implementation or exploring unused areas of SalesForce, **CRM Advisor** provides guidance and recommendations to most effectively leverage SalesForce.com for your unique business needs.

American Data Company interacts with your team to identify and map your business processes to SalesForce and to provide recommendations, as well as an implementation and training budget.

### Benefits

- Receive expert recommendations on how to utilize SalesForce for your business
- Leverage your documented business process for future reference and team training
- Create a blueprint for your rollout
- Accurately identify costs and timelines

### Deliverables

- **Business Process Review** (focused on the areas of interest)
- **Business Process Mapping to SalesForce**
- **Recommendations for configuration, training, and future considerations**
- **Knowledge Transfer Document**
- **Rollout Budget**
- **CRM Advisor Review** (conference call or in-person)

Engagement duration and price vary based upon your needs.

To schedule your **CRM Advisor** engagement today contact us by calling 888-259-7345 x 3 or by emailing [sales@americandatacompany.com](mailto:sales@americandatacompany.com).



## Data / Integration

Your business decisions are only as good as the data you use to make them.

American Data Company can import, cleanse, transform, and configure data relationships to provide you with accurate reporting and the ability to make wise business decisions.

Our integration expertise can also assist you to automatically move data from other systems in and out of Salesforce, making up-to-date information available as you need it.

### Benefits

- Make smart business decisions with data that accurately represents your business
- Remove/Prevent duplicate records
- Accurately import, transform, or clean large volumes of data
- Automate data transfer and reduce or eliminate manual entry

### Services

- Migration
- Cleansing and Transformation
- De-Duplication
- Data Normalization
- Data Modeling
- Integration

### Testimonial

*When we integrated our proprietary application with Salesforce.com we turned to American Data Company for their expertise and superb support. Their knowledge, experience, and organization enabled us to get up and running much faster and more effectively than if we started from the ground up or used internal resources for the project. By going this route, we were able to achieve ROI on our **entire** Salesforce.com investment within three months of the rollout!*

-- Paul Singh  
Director of Support & Services, PBwiki

To schedule your **Data / Integration** engagement today contact us by calling 888-259-7345 x 3 or by emailing [sales@americandatacompany.com](mailto:sales@americandatacompany.com).



## Force.com Advisor

The Force.com platform provides an effective way to leverage the world's leading on-demand platform for your unique business needs. Whether you are interested in developing an in-house application or require assistance architecting the next for purchase Software as a Service (SaaS) killer app, **Force.com Advisor** will provide the appropriate guidance to get you up and running.

### Benefits

- A clear feature set mapped to your business goals
- Technical documentation that can be used by an implementation team
- Work out functional aspects on paper while they are less expensive

### Deliverables

- Business Requirement Review
- Functional Specifications
- High Level Prototype
- Budget for American Data Company to develop the application

## Examples of Force.com Advisor

### Engagements

*Extension of Standard CRM Functionality*

*Customized Program Calendar accessible within Salesforce*

*Systems Integration Guidance and Implementation*

*Matchmaking Application on the Force.com Platform*

*Customized Time Tracking Solution*

*Real-Time Sensor Monitoring and Alert System on the Force.com Platform*

*Extension of Salesforce to Provision Applications in other SaaS Systems*

To schedule your **Force.com Advisor** engagement today contact by calling 888-259-7345 x 3 or by emailing [sales@americandatacompany.com](mailto:sales@americandatacompany.com).



-- Pete Escobedo  
Service Manager, Western Truck Exchange

## Implement

### Overview

The **Implement** offering for SalesForce.com is designed for small-business clients and pilot implementations with 25 or less users and is tailored to support your unique organizational requirements for your single most important business process.

The **Implement** offering is available in two packages and includes a Business Process Review, Recommendations, Training, and/or Data Migration assistance for one of the following areas:

- Sales Force Automation
- Marketing
- Customer Service and Support

### Benefits

Our implementation offerings provide a number of benefits including:

- Get up and running quickly and effectively
- A roadmap to identify immediate business needs and help meet future ones
- Higher end-user adoption and more efficient use of your CRM investment
- Deployment by SalesForce.com Certified consultants
- Knowledge Transfer to help implement or further optimize your solution on your own

### Testimonial

*Through the **Implement** offering, American Data Company quickly identified our business processes and configured SalesForce to support them. The reports, dashboards and customized screens allow me to better manage our business. If we did it ourselves it would have taken months before using the application properly.*

### Implement Deliverables\*

<b>Cost</b>	
	\$7,200
<b>System Implementation</b>	
One hour conference call to workout project logistics	x
Business Process Review Workshop	x
Best Practice Recommendation	x
Application Configuration – configure screens, standard objects and properties, reports, templates, and dashboards.	3 Objects & 150 Fields
Solution Design	x
Administrative Knowledge Transfer and Working Session	x
User Acceptance Review and Test	x
Knowledge Transfer Document -- Outlines client's basic business process and recommendations for additional modules or configurations not covered in the Implement offering	x
<b>Data Services</b>	
Two-Hour Data Loader Training	x
Data Migration Template (Standard Fields)	x
1Test Load (100 records max)	x
<b>Training Services</b>	
Two-hour Web Based Training Session	x
Additional two-hour Web Based Training Session	x
Six hour hands-on training session	On-site only
*Published costs apply to remote offerings. On-site option is priced at the cost plus travel related expenses pre-approved by the client. Client is responsible for extracting, consolidating, cleansing, de-duplicating data from source systems. The rapid timeline for these offerings limit the	



amount of functionality that may be deployed. The packaged **Implement** offerings are not designed to support advanced deployments.

## Training

American Data Company increases user adoption, leverages Salesforce to its fullest, and educates administrators and developers through **Training**.

Our certified Salesforce consultants provide on-site or remote training tailored to your specific business needs, making use of scenario based training when possible.

## Benefits

- Improve user adoption
- Leverage your Salesforce.com investment to the fullest
- Improve administrative knowledge enabling internal resources to customize and extend Salesforce
- Give your development team a jump start

## Services

- Customized scenario based training for your organization
- End User, Administrator, and Developer Training
- On-site or remote training

## Testimonial

*American Data Company provided a tailored Administrator training session for our organization. With the hands on session, we were able to focus on the areas of most value to us, without even having to leave the office.*

*-- Julie Galindo  
The Salter Group, Database Administrator*

To schedule or plan a customized **training** solution today contact us by calling 888-259-7345 x 3 or by emailing [sales@americandatacompany.com](mailto:sales@americandatacompany.com).



## V.A. (Virtual Administrator)

When you don't have access to a dedicated Salesforce administrator within your organization, we've got one for you. Our V.A. program gives you access to a dedicated Administrator who can provide you with administrative assistance as you need it.

It's as simple as this:

- 1.) Pay for hours in advance
- 2.) Contact your dedicated Salesforce admin via phone or email
- 3.) Request a change, enhancement, etc.
- 4.) Your dedicated administrator performs the work for you

## Benefits

- Access to a remote Salesforce.com administrator when you need it
- Assigned contact who is familiar with your business and Salesforce.com configuration
- Assistance with:
  - User management
  - Custom objects, fields, formulas, and validation rules
  - Report & Dashboard creation
  - Custom business logic via Apex Code
  - Advanced workflow rules
  - Personalized training

Contact us to meet your V.A. today by calling 888-259-7345 x 3 or by emailing [sales@americandatacompany.com](mailto:sales@americandatacompany.com).



## Contact

We would be honored to serve your organization and look forward to adding your Salesforce.com success to our growing list. Please contact us today for a free 30 minute consultation.

**Phone: 888 – 259 – 7345**

**Email: [sales@americandatacompany.com](mailto:sales@americandatacompany.com)**

For additional information please visit our website at

**[www.americandatacompany.com](http://www.americandatacompany.com)**