SALESFORCE® CRM
Managed Services and Consulting

SPINNAKER SUPPORT

Overview

Spinnaker Support delivers a unique blend of tailored, affordable application management services and consulting capabilities, delivered by certified Salesforce administrators, developers, and architects.

Our service packages help Salesforce customers:

· Maximize value from their platform by better connecting with their customers

· Incorporate proven, efficient processes

· Boost end user acceptance and productivity

· Ensure well executed, long-term platform expansion and effectiveness

· Predict and control costs for Salesforce innovation

SERVICE PACKAGES
· Admin Assistance
· Manage & Develop
· Agile Team Delivery

SUPPORTED PRODUCTS
· Service Cloud®
· Sales Cloud®
· Analytics Cloud®
· Platform Cloud®
· Community Cloud®
· AppExchange
· Salesforce CPQ & Billing

TODAY'S SALESFORCE SERVICE CHALLENGES

As a Salesforce customer, you know both the possibilities and the challenges of running the world's most popular CRM SaaS platform. Given the deep, broad, and never-ending cascade of emerging Salesforce functionality – coupled with your organization's ever-changing business landscape – it is critical to find the right Salesforce service partner for your immediate and long-term needs.

But navigating through the crowded landscape of Salesforce service providers can be exhausting. According to Gartner's "Market Guide for Salesforce Service Providers,"[1] there are more than 1,000 service providers in the Salesforce landscape. Rather than be too much of a good thing, this surplus of vendors only serves to confound the search for that perfect fit.

For example, some specialize in system implementation but prefer to make a fast exit after your launch. Others deliver low-cost offshore phone support for less complex issues and needs. Still others lack the global reach and industry-specific process skills required by larger enterprises. And while most vendors provide solid managed services delivery expertise for Sales Cloud and Service Cloud, they are unable to help with the more specialized cloud products.

GLOBAL PROVIDER OF ORACLE, SAP, AND SAAS SERVICES

With over a decade of experience with CRM and other enterprise applications, Spinnaker Support has you covered. Our services range from high-priority issue resolution and administration tasks to ongoing management and development to CRM transition and system integrations.

[1]Gartner, "Market Guide for Salesforce Service Providers," Brett Sparks, Frances Karamouzis, Patrick Sullivan, Gilbert van der Heiden, 9 January 2020
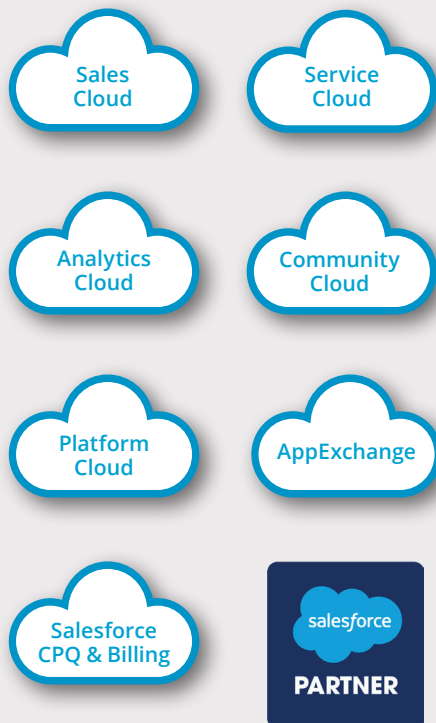
SALESFORCE CLOUD PLATFORMS WE SUPPORT

Spinnaker Support delivers managed and consulting services for mid-size to large enterprises and public sector organizations that run Salesforce CRM.

We solve the challenges of today's Salesforce service market through a combination of deep industry domain expertise, global reach, and service packages designed to meet the needs of organizations at all stages of Salesforce adoption.

For nearly 12 years, Spinnaker Support has built a reputation as a trusted partner and provider of support and services for CRM and other enterprise applications and technologies.

For Salesforce, we deliver a comprehensive and responsive set of services for six products:

Sales Cloud

Service Cloud

Analytics Cloud

Community Cloud

Platform Cloud

AppExchange

Salesforce CPQ & Billing

salesforce **PARTNER**

OUR SERVICE PACKAGES

Spinnaker Support offers three service packages that are tailored to assist organizations at all levels of Salesforce maturity.

	ADMIN ASSISTANCE	MANAGE & DEVELOP	AGILE TEAM DELIVERY
Staffing	- Administrator (Part time) - Architect	- Administrator - Developer - Architect	- Administrator(s) - Developer(s) - Architect (s)
Development Support	No	Yes	Yes
Product Coverage	Service Cloud Sales Cloud Analytics Cloud Platform Cloud Community Cloud AppExchange		
Need Fulfilled	Access to a trusted partner who will tackle routine tasks, and help you take advantage of new Salesforce functions and features.	Provides the dedicated resource blend you need to support the growth of your team and build out an integrated Salesforce Solution Architecture that scales with your organization.	Imbeds a dedicated delivery team(s) that practices agile methods and rapid deployment for all Salesforce needs, and functions as a long-term partner and strategic advisor.
When to Consider	You have a part-time Admin with competing responsibilities, are unable to hire additional in-house resources, and wish to improve user adoption and return-on-investment.	You are ready for the transition from using Salesforce as a point solution to a strategic platform and need dedicated resources to fuel your Salesforce adoption and growth in smart ways.	You have complex or multiple Salesforce instances, high growth expectations, and the demand for innovation shared across your many lines of business.

① ADMIN ASSISTANCE PACKAGE

Recruiting, hiring, and retaining full-time Salesforce resources is often cost- and time-prohibitive. **With Spinnaker Support's Admin Assistance package, you can augment your existing staff with the skills of a part-time administrator – at a predictable rate.** This package is ideal for organizations that wish to elevate user adoption, struggle to prioritize Salesforce, and have been unable to take advantage of Salesforce updates and innovation.

What's included:

· **Dedicated, part-time Salesforce Administrator and a Salesforce Solution Architect**, each with experience working with dozens of clients.

· **Comprehensive service catalog** covers everything from routine data loads to issue resolution to new feature implementation.

· **Release note monitoring**, where we recommend innovative enhancements based on your implemented Salesforce products.

· **Proactive recommendations** and best practices to improve your Salesforce implementation.

· **Assistance with Salesforce product analysis**, AppExchange analysis, data modeling, and more.

2 MANAGE & DEVELOP PACKAGE

Spinnaker Support's Manage & Develop package is designed for enterprises looking to transition Salesforce from a point solution to a strategic platform. This package provides you with the dedicated resource blend you need to support the growth of your team, expand Salesforce knowledge and usage in the enterprise, and build out an integrated Salesforce Solution Architecture.

What's included:

· **A dedicated team** – a Salesforce Administrator, a Salesforce Lightning Developer, and a Salesforce Solution Architect – provides the resources you need to build it right the first time.

· **Mentoring for your internal team** through solution and code reviews, knowledge transfer, and peer programing, leading to self sufficiency.

· **Comprehensive service catalog** that includes our Admin Assistance package services and adds development-specific tasks, such as Lightning Web Components, Lightning Components, Apex, Advanced Trigger Patterns, and integration orchestration.

· **Release note monitoring**, with recommended enhancements for your implemented Salesforce products.

· **Proactive recommendations** and leading practices to improve your Salesforce implementation.

· **Access to a dedicated Salesforce Solution Architect** to answer your questions and assist with Salesforce product analysis, AppExchange analysis, data modeling, enterprise architecture recommendations, integration pattern creation, Salesforce Solution Architecture based on provided use cases, and more.

3 AGILE TEAM DELIVERY PACKAGE

Spinnaker Support's Agile Team Delivery package is designed for enterprises with complex or multiple Salesforce instances, high growth expectations, and the demand for innovation shared across its lines of business. This package provides you with a dedicated delivery team that practices agile methods and rapid deployment and will function as a long-term partner and strategic advisor.

What's included:

· **A dedicated, enterprise-level team** – comprised of a combination of Salesforce Administrator(s), a Salesforce Lightning Developer(s), and a Salesforce Solution Architect – that quickly understands internal development standards, platform architectural direction, and integrated development environments.

· **An embedded team accustomed to agile delivery**, well versed in applying leading practices to establish or supplement your internal processes, and able to tightly integrate Salesforce with the back office.

· **Comprehensive service catalog that covers everything** included in our Administration and Development package and adds team-based services such as development operations setup, environment management, lightning migration, and complete data migration.

· **Release note monitoring**, where we recommend innovative enhancements based on your implemented Salesforce products.

· **Proactive recommendations and best practices** to improve your Salesforce implementation.

· **Access to a dedicated Salesforce Solution Architect** to answer your questions and assist with Salesforce product analysis, AppExchange analysis, data modeling, enterprise architecture recommendations, integration pattern creation, Salesforce Solution Architecture based on provided use cases, and more.

HOW WE STAND OUT FROM THE CROWD

- **We understand Customer Relationship Management:** We have been delivering comprehensive, responsive on-premise and cloud CRM application support, managed services, and consulting for nearly 12 years. Our longstanding proficiency with the most popular commercial CRM software technologies translates well into the Salesforce landscape.

- **But we are more than just CRM experts:** We understand how CRM should fit into your enterprise-wide strategic roadmap, and our practice combines deep Salesforce expertise with extensive business and process acumen. We resolve system issues and recommend solutions in ways that Salesforce-only service firms cannot match.

- **Our services are proven and trusted:** Our exacting standards and deep expertise have earned us the trust and loyalty of more than 1,100 organizations in 104 countries – from mid-size to Fortune 100. We have built a reputation as a trusted partner that helps customers maintain, secure, and expand stable systems through periods of organizational growth, course correction, or turbulence.

- **We have a global footprint:** We have established a global business, with the infrastructure necessary to support companies of all sizes, industries, and business models.

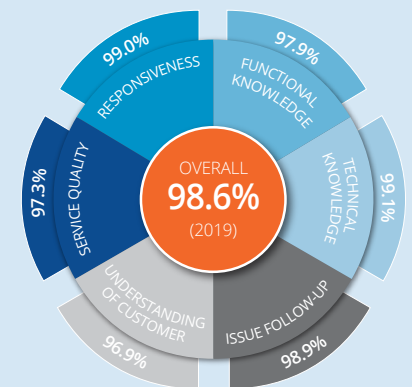## SPINNAKER SUPPORT SALES & OPERATIONS LOCATIONS

| 1 | DENVER, CO* | 3 | SEOUL, S. KOREA* | 5 | CHENNAI, INDIA* | 7 | TEL AVIV, ISRAEL* | 9 | LONDON, UK* |
| 2 | TOKYO, JAPAN* | 4 | SINGAPORE* | 6 | DUBAI, UAE | 8 | PARIS, FRANCE | 10 | SAO PAULO, BRAZIL* |

*Support Operations

HIGHEST RATED CUSTOMER SATISFACTION

In our 2019 annual customer satisfaction survey, covering the 2018 fiscal year, we reported a 98.6% overall customer satisfaction, which we believe is the highest in our industry. Survey results are based on more than 500 customer responses.

- RESPONSIVENESS 99.0%
- FUNCTIONAL KNOWLEDGE 97.9%
- TECHNICAL KNOWLEDGE 99.1%
- ISSUE FOLLOW-UP 98.9%
- UNDERSTANDING OF CUSTOMER 96.9%
- SERVICE QUALITY 97.3%
- OVERALL 98.6% (2019)

ABOUT US

Spinnaker Support is a leading global provider of on-premise and cloud enterprise software support services. Companies and public sector organizations that run Oracle, SAP, and Salesforce enterprise software turn to Spinnaker Support when they want a wider range of world-class support, managed services, and consulting from a single vendor at a reasonable cost.

Since 2008, Spinnaker Support has served nearly 1,200 customers spanning 104 countries.

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