

## CASE STUDY

Salesforce.com Marketing Automation & Collaboration  
Global Media and Entertainment Company



### ABOUT WAVE 6®

Wave6 leverages Salesforce Sales, Service, Marketing Clouds and Communities to transform our clients' business. Our services include:

- Salesforce Optimizations
- Salesforce Expansion and Implementation
- Salesforce Managed Services
- Force.com & Mobile Development
- CRM Consolidation
- Cloud Application Integration

For more information, visit [www.wave6.com](http://www.wave6.com)

### MARKETING AUTOMATION AND COLLABORATION WITH SALESFORCE.COM DELIVERS \$25M INCREMENTAL INCOME

A global media enterprise needed to better manage the sale of product placement packages to advertisers. Wave6 adapted the organization's existing Salesforce system to meet these needs and improve customer service.

#### THE BUSINESS CHALLENGE

##### Link the marketing and sales groups and drive collaboration

This media and entertainment conglomerate develops, produces and markets content to a global audience. However, communications between the marketing group, who create, price and maintain package inventory, and the sales group, who capitalize on business development opportunities, were disorganized and inefficient.

Inventory data was tracked via spreadsheets, preventing a unified view of the most up-to-date information. The groups communicated primarily through emails and phone calls, which were difficult to track and manage. As a result, the groups were unable to fully leverage existing efforts, and sales opportunities went unrecognized.

The organization had previously worked with the Wave6 team to implement a Salesforce system for opportunity management and sales pipeline monitoring. The client now turned to Wave6 to develop a system that would automate the marketing and sales processes and improve collaboration.

#### THE SOLUTION

##### User-friendly marketing and sales applications and centralized communication

Wave6 implemented a three-pronged approach:

- To automate management of marketing and sales data, Wave6 leveraged the Force.com platform to develop a user-friendly application that would allow marketing and sales to input data into Salesforce
- To centralize communication, Wave6 created groups for each business line in Chatter, the enterprise social network from Salesforce, with key marketing and sales personnel included in each group
- To facilitate implementation across the organization, Wave6 conducted a "train the trainer" session for the client's internal training team



SILVER  
**CLOUD ALLIANCE  
PARTNER**

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#### ABOUT EMTEC®

Wave6 is a subsidiary of Emtec, a provider of technology-empowered business solutions for world-class organizations. Emtec's collective focus is clients for life: long-term enterprise relationships that deliver rapid, meaningful, and lasting business value. Service offerings include:

- IT Strategy Consulting
- Enterprise Application Services (CRM, ERP, EPM and HCM)
- Custom Application Development and Support
- Infrastructure Services

For more information, visit [www.emtecinc.com](http://www.emtecinc.com)

#### RESULTS

##### **Improved teamwork creates better customer service, significant new sales**

The client realized almost immediate benefits from the new system: incremental income of \$25 million in the first full quarter after implementation.

Team members now use the new application to enter all marketing and sales data directly into Salesforce. When sales discusses a product placement package with a client, the team member enters a request into Salesforce, which triggers a notification for the marketing group to create and price the program. All data is centrally maintained in Salesforce, for easy access. Meanwhile, the Chatter groups ensure that all marketing and sales communication are centrally located and easily tracked and can be leveraged for future opportunities.

With this new level of teamwork and transparency, customer service has vastly improved. The sales group is now able to provide customers more accurate information.

They can even research different options to offer customers additional placement opportunities. In the event a package is not sold, it is released into inventory to be sold by other reps.

The centralized system also allows management to generate reports on which packages are selling and which inventory remains. This new consolidated view allows the organization to quickly adjust their offerings or generate new ideas based on actual sales results.