



Flexible. Smart. Unique. The Echo Lane Solution.

Business today seems to change at a dizzying rate. Your business applications need to be able to keep pace. Within this dynamic climate access to real time data becomes critical to your success.

At Echo Lane, we believe leveraging software as a service (SaaS) is the gateway to realizing this need. SaaS enables limitless modifications and custom integrations without the burden of software deployment, maintenance, and availability.

Echo Lane, an on-demand consulting firm, embraces the tenets of software as a service. As a certified partner of salesforce.com, our nimble consulting team allows us to stitch our clients' business processes into the salesforce.com application for maximum optimization, at lightning speed. We will have your solution live with total user adoption; creating efficiencies that make early Friday departures a reality.

High Tech Specific Solutions

We make it our business to understand the intricacy of the high tech space. Being headquartered in San Francisco, CA we live and breathe high tech, our team is made up of high tech industry specialists with real life experience working for decades across software, hardware and on-demand solutions. We specialize in supporting the full spectrum of high tech companies, from large, multi-campus corporations to small, virtual startups. We work with organizations with a large off-shore presence and those that manage all aspects of development in-house.

The salesforce.com platform was designed by leading high tech industry experts for the high tech industry. Because technology moves fast, the flexibility that salesforce.com provides is critical for the customized solutions that Echo Lane provides to enable even the most complex high tech companies to track their business. Echo Lane also provides tailored solutions from product configurators for manufacturers to detailed partner and VAR tracking for software companies. We map the intricacy of your business processes into a simple, streamlined, easy-to-use version of the salesforce.com platform, so you can focus on driving revenue, product development, channel management, delivering services etc...

Here are just a few ways that we have helped our high tech clients succeed with the Salesforce.com system:

Problem: We're a hardware manufacturer, and our various departments have no transparency or insight into our pipeline. How can you help?

Solution: Echo Lane employs the Forecasting capability of Salesforce.com, along with custom-built product configurators, to ensure a clear manufacturing schedule for your company.



Real Value from Echo Lane

Echo Lane helps ensure that the salesforce.com platform drives immediate ROI for the customer. As salesforce.com experts, we are focused on helping our customers identify key areas of their business where this platform can create real efficiencies. We provide individualized services, quickly and cost effectively because we recognize each customer has unique needs.



Unmatched Experience

Echo Lane delivers the insights and the lessons learned from hundreds of salesforce.com implementations. Our team consists of salesforce.com alumni, Engagement & Project Managers, Senior Business Analysts, Technical & Data Architects, Trainers and Developers (SControls, Apex, Flex, Java, .Net, PHP...)



Proven Methodology

Echo Lane realizes that salesforce.com, across all business areas of usage, is only as good as the people that use it. We provide a stair step adoption model, focusing first on understanding your business. The model consists of business process review, configuration/integration, data migration, user acceptance testing, training and post implementation support.



Leveraged Partnerships

Our salesforce.com experts have a vast knowledge of the application's abilities and limitations and the ecosystem of technology partners that can "fill the gaps" when additional functionality is required. Echo Lane is intimately familiar with AppExchange technologies available and can build custom solutions to extend the salesforce.com platform.



Problem: Our development team is in India, how do we easily track their progress on project work?

Solution: Echo Lane customizes salesforce.com to enable a Project Object to be exposed to remote teams, keeping key business information separate. With alerts and triggers the remote team is automatically assigned a project when a deal is closed or a stage is changed in the product status for internal deployments.

Problem: We have support contracts that we want to renew, how do we automate this process so we don't miss the opportunities?

Solution: Echo Lane has leveraged SControls/Apex to enable automatic Opportunity creation prior to the renewal date for support contracts, alerts can be sent to the assigned person to remind them of upcoming renewals. Customer alert emails can also be sent out and tracked in salesforce.com.

Problem: We have 100's of VARS and can't keep them straight, what they sold, commissions we owe, is there an easy way?

Solution: Echo Lane customizes the PRM (partner relationship management) solution to help manage your indirect or channel pipeline. Echo Lane configures to provide portal access to your re-seller, building reports to track what re-sellers add the most value, lead follow up statistics, see what VAR's are following up diligently on leads passed; enabling ease of partner opportunity tracking, commission reports can also be run monthly, quarterly, annually.

Problem: We work with distributors and VARS and recruitment geographically and certification levels are difficult to track?

Solution: Echo Lane leverages the PRM (partner relationship management) solution extending it to track distributors and re-sellers, based on defined criteria to ensure the partner recruitment efforts are the right ones. Echo Lane's customized configuration enables tracking of partners that are set up to date, associated certification and authorization levels of the organization and its individuals, MDF's per partner by region.

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Problem: How do we send a mass fax to our customers and keep a record of all the faxes sent?

Solution: Echo Lane provides custom programming solutions that can read a salesforce.com contacts report and schedule overnight faxes to the contacts you select. The sent faxes are then automatically attached to the contacts' account records.



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