



## 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.

## Solutions for the Life Sciences

We make it our business to understand the intricacy of the life sciences sector. Echo Lane focuses on leveraging salesforce.com at the core, to build complete scalable solutions, streamlining the complex business processes associated with biotech, health care, and research companies, from start-ups to multinational organizations.

The flexibility of the salesforce.com platform provides a springboard for life science organizations to track their business. Echo Lane then provides tailored solutions to help you manage security, manufacturing, contracts, compliance and more. We recognize the moving parts of most life sciences businesses and focus on providing a consolidated, streamlined, easy-to-use platform, so you can focus on driving your business success.

**Here are just a few ways that we have helped our life sciences clients succeed with the salesforce.com system:**

**Problem:** How do we ensure SOX and FDA Compliance, making sure customer complaints and contacts are tracked and audit-able?

**Solution:** salesforce.com meets SAS-70 auditing compliance regulations, which means all customer complaints and contacts are recorded and tracked for you.

**Problem:** We have many overlays and groups touching a customer and lack of communication between groups, like Field Sales, Inside Sales, Sales Engineers, Instrument & Product Support. Can you help us manage this?

**Solution:** Echo Lane can institute territory management and sharing rules to deal with multiple account handlers and ensure account security in the salesforce.com system.



### 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:** Can you help us get away from having to manually forecast sales and track deals using multiple Excel spreadsheets?

**Solution:** Yes. Our use of Appexchange and partner tools enables on-demand forecasting and reporting all in one place.

**Problem:** We have disparate systems to track orders, account information, and product information. How can you help us?

**Solution:** If native salesforce.com functionality doesn't meet your needs, Echo Lane can integrate tools to harvest data from multiple sources and feed it directly into salesforce.com for maximum transparency.

**Problem:** We have no contact/customer information in our ERP system. Help!

**Solution:** You can make salesforce.com the main database for customer/contact information. This gives you easy, quick access to all your important account information. Alternatively, we can integrate salesforce.com with your ERP system for bi-directional updates in both systems!

**Problem:** Our discount and pricing approval process is overly complicated and hard to manage. Can you help?

**Solution:** Echo Lane implements salesforce.com approvals and workflows to enable a more efficient price discount structure, with easier means to track and manage it.



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