



## 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.

## Media Specific Solutions

We make it our business to understand the intricacy of the media space. Echo Lane specializes in supporting the full spectrum of interactive and traditional media companies.

The flexibility of the salesforce.com platform provides a springboard for media organizations to track their business. Echo Lane then provides tailored solutions to help you manage advertiser and agency relationships, track multi-medium advertising, make real-time forecasts and segmentation of account and contact relationships, and more. We map the complexity of your business processes into a simple, streamlined, easy-to-use instance of salesforce.com, so you can focus on driving your business success.

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

**Problem:** How do we manage our advertiser and agency relationships in one easily accessible location?

**Solution:** Echo Lane leverages your Parent/Child and Partner Accounts so that you can see what agencies are working with what advertisers to better determine where the opportunities exist. We also report revenue on both agencies and end advertisers.

**Problem:** How can we forecast by corporate group, agency-HQ, agency branch and end advertiser?

**Solution:** Echo Lane leverages opportunity products and revenue scheduling to track the success of a campaign over time, be it month over month or year over year. Echo Lane's customizations enable revenue to be viewed at a macro level of corporate group, down to a micro level of the individual agency/corporate branch location.



### 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:** How can we better manage multi-medium sales?

**Solution:** Echo Lane captures opportunity record types to track online vs. offline sales. We help you determine, “What part of the business is more successful than the other?” “What advertisers are spending across all mediums?”

**Problem:** How can we make the most of our accounts and contacts database?

**Solution:** Echo Lane leverages department information and account teams across all your contacts and accounts. We understand that knowledge is power. We help you keep track of all the different people and groups at an agency, who works on what account team, and what other accounts they represent. We empower you with the information and connections that can open doors to new business opportunities.

**Problem:** How can we automate IO/Contract creation and approvals to the appropriate departments?

**Solution:** Echo Lane allows you to create an IO/Contract right off of the opportunity generated in salesforce.com and then sends this contract to the appropriate department (legal, credit, sales etc) for approval. You can see where the bottleneck is in your contract approval process, and receive faster turnaround from a paperless process.

**Problem:** How can we optimize the hand off between sales and operations/fulfillment?

**Solution:** Echo Lane allows you to create “tickets/cases” directly from the opportunity so there is no need for double data entry. Now both sales and operations can see what the other hand of the business is doing. No more time wasted on tracking down operations to see when a campaign will launch or when sales will close an order that operations needs to fulfill. All this information is captured in the salesforce.com database in real time.



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