



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 Nonprofit Sector

We make it our business to understand the specialized needs of the nonprofit world, from small grass roots nonprofits to educational institutions and large scale global nonprofits. Echo Lane has helped a variety of nonprofit businesses achieve rapid success with the many tools that salesforce.com has to offer.

The flexibility of the salesforce.com platform provides a springboard for nonprofit organizations to track their business. Echo Lane then provides tailored solutions to help you manage fundraising activities, donors, grants and volunteers, as well as budgets and forecasting. We map the complexity of your 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 nonprofit clients succeed with the salesforce.com platform:

Problem: All of our data is stored in Excel spreadsheets. Can you help us with a Contact Management system?

Solution: Yes. Echo Lane will upload your data to the salesforce.com application and help you track donations made from the web, an individual, a fundraising event or a corporate donation.

Problem: How can we gain insight into our donor metrics, like largest donations, recurring donations and event attendance?

Solution: Echo Lane will create reports that generate year over year numbers and forecasts so you find out things like, who is your largest donor, who just attends events versus who are the big spenders at the event. A forecast report easily allows you to see when your recurring donations are due, so you will have better insight into your budget for board meetings.



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: We also want to see reports around volunteer hours and events. These are drawn manually from static spreadsheets, are time consuming, and not up to date. Can you help?

Solution: Yes. Echo Lane offers automated custom object reports to track volunteer hours and events all in one place and with up to the minute data. Find out who volunteers the most, what type of events they like to volunteer at, and who signs up but doesn't show up.

Problem: How can we get away from manual budget reporting and forecasting?

Solution: Echo Lane solutions help you easily manage fundraising, identify donors, and give you the ability to change the event invitee list based on the results.

Problem: All of our volunteers are tracked separately. How can you help?

Solution: Echo Lane can build a Web-to-Lead solution, so volunteers can sign up online to work at events or within your nonprofit. This makes it easier for you to know at your finger-tips how many people are signed up. It also makes it much easier for volunteers to go online and do it themselves!

Problem: We lack the IT resources to help with database issues. What can you do to help us? **Solution:** Echo Lane makes it easy to compose and send out mass emails and newsletters all without needing the extra support of IT to manage your database.

You can also manage your own marketing campaigns and instantly look at the ROI. Echo Lane will train you to manage the application on your own, so you don't spend time and money requiring IT support for minor application changes.



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