

CUSTOMER STORY

AIMPOINT ADVISORY SERVICES

A leading Salesforce Summit Partner struggled with developing high-fidelity Public Sector Solutions (PSS) proposals, accurately defining project scope, and aligning with Salesforce best practices. This resulted in inefficiencies, missed opportunities, and increased technical debt for their clients.

To address these challenges, Aimpoint Technology partnered with them to optimize solution design, improve proposal precision, and streamline project scoping.

SUPPORTING A SALESFORCE SUMMIT PARTNER



SUMMIT
PARTNER

About Aimpoint

Aimpoint Technology is a trusted Salesforce consulting partner, expertly guiding organizations through their Salesforce journey. With extensive certifications and deep knowledge of advanced Salesforce capabilities, Aimpoint focuses on helping organizations maximize business value, reduce technical debt, and build scalable success.



Who We Are

Aimpoint is a team of Salesforce and public sector industry experts dedicated to helping clients maximize the value of their Salesforce investments. Committed to customer success, we bring a collaborative, results-driven approach to every engagement, helping clients unlock the full potential of Salesforce and drive meaningful impact for their stakeholders.



What We Do

With a deep understanding of Salesforce capabilities and the unique challenges faced by public sector entities, we specialize in maturing Salesforce programs to deliver measurable business outcomes. Our tailored approach addresses technical debt, enhances program governance, and aligns your Salesforce Org with strategic business goals, ensuring long-term success.



Our Values

People First - We are nothing without high quality, well-trained, dedicated people. We invest in our people and support their unique professional journey as a means to delivering exceptional customer success.

Customer Success - We understand our customers' industry and the value they are seeking. We deploy to achieve their goals as a trusted advisory and delivery expert.

Integrity - We believe in doing the right thing, always.



Our Vision

We support the evolving needs of our clients. As our customers seek to unlock greater business value from their Salesforce investments, we proactively deliver tailored solutions backed by a strong point of view and a compelling business case. Our approach emphasizes innovation, strategic alignment, and measurable outcomes, ensuring every recommendation we make drives business value and positions our clients for long-term success.

About this Partner

Aimpoint was engaged by a leading Salesforce Summit level partner to help transform their capture business processes. This partner sought Aimpoint's expertise to address specific challenges in their pre-procurement Salesforce solution design and proposal processes as the partner faced difficulties in developing high-fidelity Salesforce Public Sector Solutions (PSS) proposals aligned with Salesforce best practices, accurately addressing RFX requirements, and accurately defined the scope of the project to be delivered.

These challenges stemmed from the need for specialized expertise to refine solution designs, improve proposal precision, and enhance alignment with Salesforce licensing strategies. The engagement accelerates their development of strategic proposals aligned to Salesforce best practices and supported project scalability and delivery efficiency. Additionally, Aimpoint enhanced their solution design, scoping and budgeting processes for key opportunities.

The Story

Aimpoint completed a 12-month engagement to deliver comprehensive consulting and advisory services aimed at optimizing their Salesforce project capture process to drive long-term success. The engagement spans multiple areas highlighting Aimpoint's experience and capabilities from enabling Solution Architects on Salesforce PSS to strategic planning and operational transformation for their proposal development team.

Key highlights include:

Enhanced Salesforce Solution Design

- **What We Did:** Worked closely with the partner to optimize Salesforce solution architecture and designed to ensure alignment with the capabilities and standards of Salesforce PSS.
- **Business Impact:** Enabled the team to design more effective, scalable, and compliant solutions that meet the unique needs of public sector clients.

SUCCESS DELIVERED

TRAINING

ENABLED SOLUTION
ARCHITECTS ON
SALESFORCE PUBLIC
SECTOR SOLUTIONS

Developed new

**RESOURCE PLANNING
AND PROJECT
BUDGETING METHODS**

Updated

**GO TO MARKET
SOLUTIONS ALIGNED
WITH SALESFORCE**

Matured Scoping and Estimating Processes

- **What We Did:** Refined the partner's project scoping and estimating practices to improve accuracy and efficiency. Developed methodologies to standardize the approach to resource planning and project delivery.
- **Business Impact:** Reduced waste and inefficiency in proposed resource plans, reduced custom development to accelerate overall project timelines while reducing technical debt and costs, and increased the ability to proposed out of the box Salesforce features and capabilities.

Improved RFP Responses and Solution Descriptions

- **What We Did:** Enhanced the partner's ability to craft compelling, PSS-aligned responses to RFPs. Simplified technical solutions, highlighting their alignment with Salesforce PSS capabilities.
- **Business Impact:** Improved the overall quality of competitive proposals by delivering clear, strategic, and client-focused solutions. Reduced waste and excess costs by streamlining proposal development and aligning proposals with Salesforce's offerings. This ensured clients achieved maximum business value from their Salesforce investments.

Increased Capability to Map Customer Requirements to PSS

- **What We Did:** Built internal capabilities to analyze and map client requirements effectively to Salesforce PSS solutions. Provided strategic guidance and training to ensure alignment with PSS best practices.
- **Business Impact:** Improved the team's ability to present tailored solutions that meet client needs, while also positioning the partner as a trusted advisor in public sector engagements.

Alignment with Salesforce PSS Roadmap

- **What We Did:** Conducted workshops and training to increase the partner's awareness of the Salesforce PSS roadmap and its evolving capabilities. Helped integrate this knowledge into their strategic planning and solution delivery processes.
- **Business Impact:** Ensured the partner's solutions remain future-proof and aligned with Salesforce innovations, enabling them to stay competitive and design cutting-edge solutions.

RESULTS

This collaboration enabled the partner to develop more robust and detailed proposals, enhancing their ability to meet client expectations while safeguarding project delivery from scope creep. The strategic partnership also strengthened their internal capabilities and bolstered their reputation as a leading implementation partner in the Salesforce ecosystem.

— AIMPOINT —
TECHNOLOGY



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