

## How Healthy is your Salesforce **PROGRAM**?

Aimpoint recently helped a western state responsible for managing 4.2 million acres of public lands and mineral rights reboot their Salesforce program.

Over five weeks we partnered with the state to complete 14 workshops to fully review their Salesforce program from a business value and technical health perspective.

“  
[Salesforce] should work for us  
instead of us working for [Salesforce]...  
It could be doing more.  
”

### The Findings

214 - Actionable findings

- 45 - People
- 50 - Process
- 119 - Technology
  
- 131 - High Business Value
- 79 - Low effort
- 83 - Low complexity
  
- Roadmap to increase business value and realize **Customer Success**