CUSTOMER STORY

AIMPOINT ADVISORY SERVICES

Aimpoint's partnership with MEDC delivered improvements in operational efficiency, security, and DevOps.

By focusing on Salesforce program maturity and operational excellence, Aimpoint helped MEDC advance their Salesforce goals.

MICHIGAN ECONOMIC DEVELOPMENT CORPORATION

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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.

Who is MEDC

Michigan Economic Development Corporation (MEDC) is a public-private partnership dedicated to driving economic growth and development across Michigan. As a long-standing Salesforce customer, MEDC relies on its Salesforce Org to manage mission-critical applications, built on Sales Cloud, Service Cloud, and Experience Cloud.

At the start of Aimpoint's engagement, MEDC faced challenges typical of mature Salesforce program, including accumulated technical debt, underutilized capabilities, and inefficiencies in governance, DevOps, and system performance. MEDC engaged Aimpoint to help modernize their Salesforce program, optimize operations, and align their technology investments with strategic goals, ensuring scalability and greater business value realization.

The MEDC Story

Aimpoint partnered with MEDC to deliver comprehensive consulting and advisory services aimed at optimizing their Salesforce program, improving operational efficiency, and driving long-term success. The engagement spans multiple areas highlighting Aimpoint's experience and capabilities from Salesforce Org health assessments to strategic planning and operational transformation.

Key highlights include:

Salesforce Org Health Assessment
- **What We Did**: Conducted a detailed evaluation of MEDC's systems to identify inefficiencies, areas for modernization, and opportunities for long-term scalability.

- **Business Impact**: Delivered actionable and prioritized recommendations that reduced inefficiencies, minimized security risks, and improved the system's ability to adapt to future needs. This proactive approach mitigated risks of system downtime and increased overall trust in the technology ecosystem.

SUCCESS DELIVERED

PRIORITIZED 80

ORG SPECIFIC RECOMMENDATIONS

Developed
MODERN DEVOPS PROCESS

Recommended
GOVERNANCE FRAMEWORK

Created
EINSTEIN1 ROADMAP

Development and Advisory Services

- **What We Did**: Provided hands-on development and advisory support to resolve critical issues, streamline processes, and improve system usability.
- **Business Impact**: Enhanced team productivity and operational efficiency by increasing case closure rates, and reducing technical debt. These efforts helped MEDC improve service delivery and better meet stakeholder expectations.

Governance Optimization

- **What We Did**: Collaborated with MEDC leadership to establish a governance framework, prioritize operational workflows, and implement streamlined work management processes.
- **Business Impact**: Improved project prioritization, enhanced resource allocation, and introduced a sustainable framework for operational excellence, ensuring alignment between business objectives and technology initiatives.

DevOps and Process Efficiency

- **What We Did**: Developed a comprehensive strategy for improving deployment processes and reducing errors. Introduced new tools and methodologies to streamline code management and system updates.
- **Business Impact**: Enabled faster deployment cycles, reduced operational disruptions, and increased team confidence in system reliability, paving the way for scalable innovation.

Modernization and Enablement

- **What We Did**: Provided recommendations for adopting the latest technology features and developed tailored training recommendations.
- **Business Impact**: Enhanced the organization's ability to use new Salesforce features effectively, fostering innovation and encouraging continuous learning among staff. This increases program adoption and strengthens internal expertise for long-term success.

Overall Salesforce Program Maturity

- **Strategic Advancements**: Aimpoint helped MEDC transition its Salesforce program from a reactive project-based approach to a forward-thinking, programmatic mindset. This evolution includes the implementation of multi-layered task boards and integrated planning processes, enabling simultaneous workstreams to operate efficiently.
- **Long-Term Benefits**: The focus on program maturity has led to increased alignment between business goals and technology solutions, improved cross-department collaboration, and a more robust foundation for future innovation. MEDC is now positioned to deliver consistent business value through its technology investments.

RESULTS

Aimpoint's partnership with MEDC enabled the organization to reduce operational inefficiencies, enhance system reliability, and empower its workforce with tools and knowledge for sustained growth. By focusing on system maturity, modernization, and operational excellence, Aimpoint ensured MEDC achieved significant business impact and set a strong foundation for long-term success.

What our Clients say on the Salesforce appexchange:

"Aimpoint Technology performed a comprehensive org health assessment on our Salesforce instance... and help close any potential security loopholes."

★★★★★

"The Aimpoint team provided exceptional value with deep Salesforce domain expertise throughout the engagement. Very professional and easy to work with!"

★★★★★

"Aimpoint has a stacked team of Salesforce experts with deep experience and knowledge"

★★★★★

AIMPOINT
TECHNOLOGY

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