

STUDY CASE



THE BUSINESS CHALLENGE

is the premiere independent research boutique focused on the Telecommunications and Technology sectors globally. They came to us to assist them in lead & contact management and data management of stocks and research.

OUR APPROACH

We automated a lot of their existing processes including the Reports and Dashboard which were done manually and time consuming. Implemented their Pardot to Salesforce integration to maintain the leads and marketing campaigns. Also, implemented Wordpress to Salesforce integration used to subscribe the users allowing them to view the Research papers.

THE OUTCOME

- 1). Manual processes were Automated saving Sales Rep's time.
- 2). Integration of New Street Research website with Salesforce.
- 3). Partdot to Salesforce integration.

TECH STACK



new|street
RESEARCH