

INTRODUCING...

# BLUE SURF TECHNOLOGY

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# AT A GLANCE

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An Enterprise Architect with focus on implementation of impactful technology

- A Salesforce expert
  - Certified Technical Architect (one of less than 300)
  - Six other Salesforce certifications
- With wider technical skills
  - Integrations, cloud technology, master data management, security, project management, agile methodology...
  - AWS and Boomi certifications
  - Certified ScrumMaster
- And strong business expertise
  - MS Computer Science but also an MBA

Brant Hanna



# BLUE SURF TECHNOLOGY - BACKGROUND

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- 30+ years IT experience
  - Startups – SMB – enterprise
  - Building from scratch, reinventing companies, positioning for aggressive scaling
- 8+ years of Salesforce
  - Salesforce, Slalom, West Monroe Partners, Etherios and Model Metrics
- Industry experience includes healthcare, financial services / banking, high tech

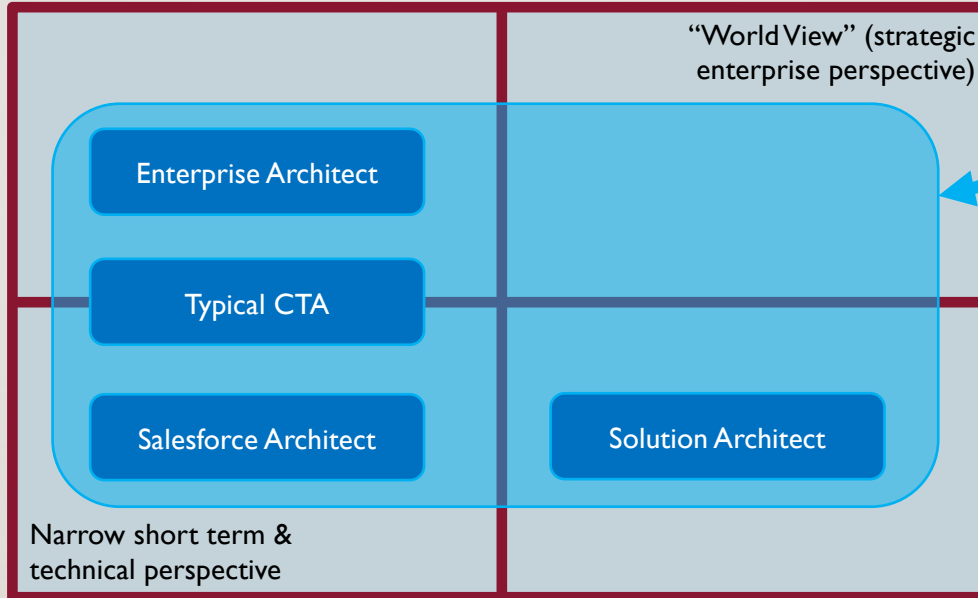
Brant Hanna



# WIDE AREA OF CAPABILITY

Enterprise architect  
experience, Boomi &  
AWS certifications....

Salesforce Centric => Enterprise IT



Brant's  
Expertise

IT Focus => IT and Business

MBA,  
project/program  
management  
expertise...



# SALESFORCE INSTANCES WE KNOW WELL

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facebook

Genentech  
*A Member of the Roche Group*

Google

salesforce



blue of california

SYMETRA  
RETIREMENT | BENEFITS | LIFE

Stanford  
University

cloudera

intuit

invitationhomes

Southwest

Logitech

LogRhythm  
The Security Intelligence Company

8x8



# LOGISTICS – HOW WE ENGAGE

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- Results driven consulting
  - We take on a specific business challenge
- Not "body shopping"
  - Work hours flex over time to align to the need
- Mix of on-site and remote
  - Always on site the first week or two to get things rolling
  - After that we strike a balance
- Regular reassessment of focus to maximize value



# OFFERINGS

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Offering	Scope
Technical Assessments	<ul style="list-style-type: none"><li>• Deep review and assessment of current state – Salesforce and wider IT infrastructure</li><li>• Leveraging proprietary Blue Surf Technology tools that scan your Salesforce Org</li></ul>
Technology Roadmaps	<ul style="list-style-type: none"><li>• Short/mid/long term plan for technology infrastructure (Salesforce and beyond)</li><li>• Informed by core business drivers</li></ul>
Integrations	<ul style="list-style-type: none"><li>• Assessment and planning</li><li>• Leveraging proprietary Blue Surf Technology integration accelerators to quickly implement Salesforce integrations</li></ul>



## OFFERINGS (CONTINUED)

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Offering	Scope
Education & Staff Development	<ul style="list-style-type: none"><li>• Salesforce Intro for those new to Salesforce (either technical or business focused)</li><li>• Salesforce Development Best Practices Training</li></ul>
“Smart Start”	<ul style="list-style-type: none"><li>• Guiding start ups to leverage Salesforce in a way that is positioned to scale with their growing business needs over time (applying best practices from larger companies proactively)</li></ul>
Periodic Reviews	<ul style="list-style-type: none"><li>• Periodic (annual?) review of strategic use of Salesforce with roadmap recommendations to keep things on a path for strong strategic outcome</li></ul>



**Thank You**

