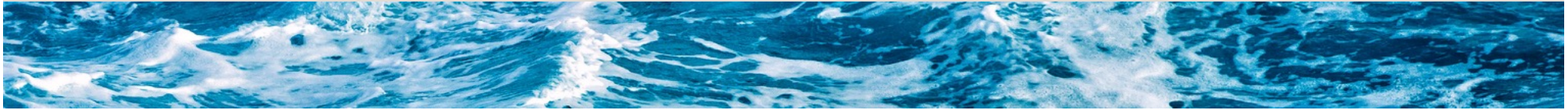


BLUE SURF TECHNOLOGY

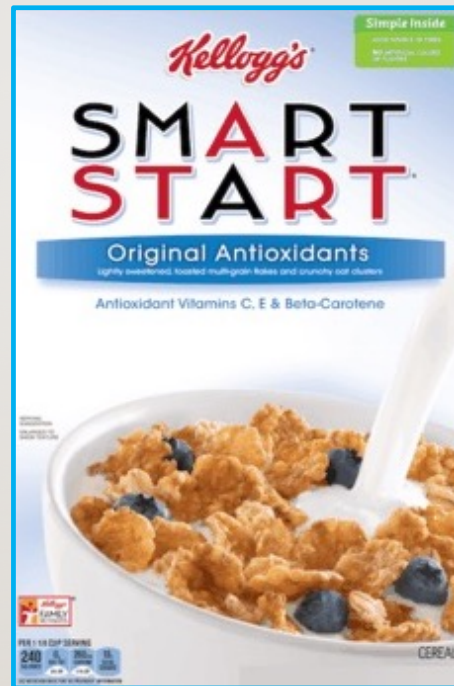
SMART START



WHAT IS IT?



NOT JUST A HEALTHY BREAKFAST...



OBJECTIVE

- Guide start ups to leverage Salesforce in a way that meets their immediate operational needs but which is also positioned to scale with their future strategic business needs



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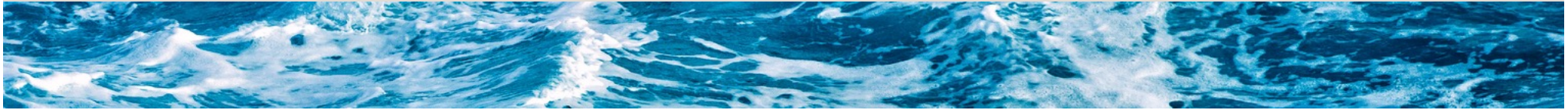
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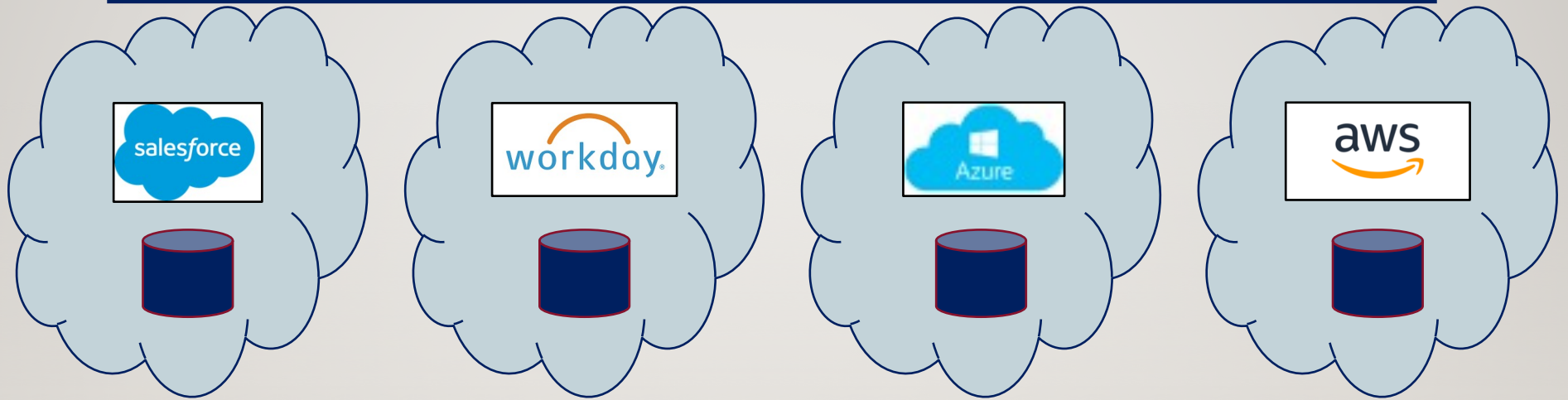
Letting you focus on growing your business



WHY IS IT NEEDED?



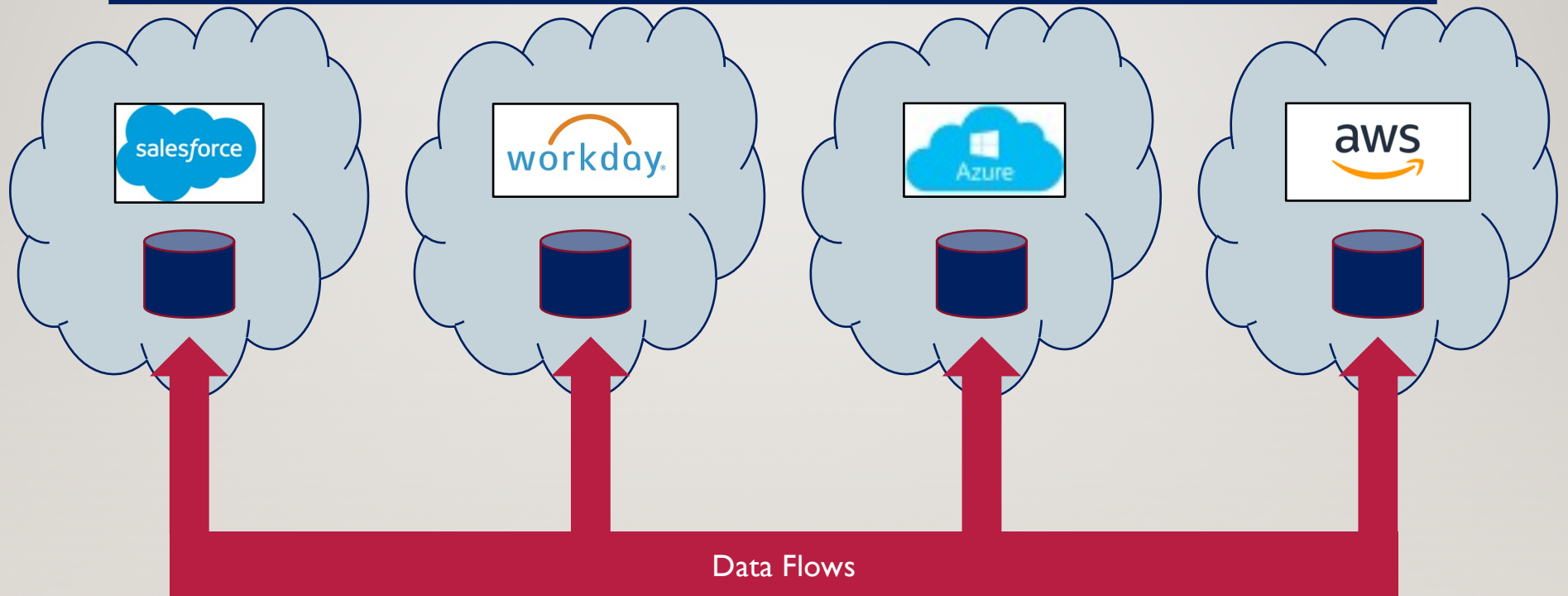
IT'S A MULTI-CLOUD WORLD



Leverage a constantly evolving set of best of breed cloud solutions



YOUR BUSINESS DATA SPANS THE CLOUDS

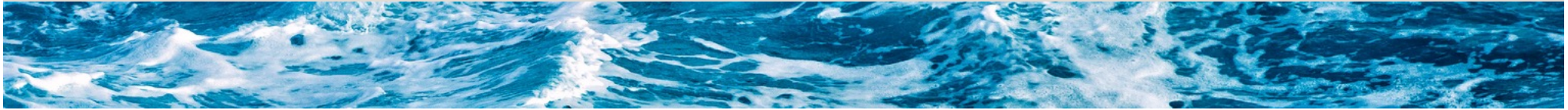


THEREFORE...

- Anticipate constant evolution of the IT landscape with complex data sharing between them
- In order to leverage evolving sets of best of breed solutions
- Which in turn lets your business thrive



HOW DOES SMART START HELP?



APPROACH

- Apply best practice learnings from larger companies proactively – anticipating a future where those learnings will become critical to continued growth
- With Salesforce as a core component of the technology infrastructure
- We work with you to :
 - Configure Salesforce for your organization's needs (current and anticipated future needs)
 - Build your internal infrastructure to support your needs over time (we help you hire and train an internal team)

Teaching you
to fish!



SALESFORCE INSTANCES WE KNOW WELL


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



EXAMPLES OF SPECIFIC BEST PRACTICE LEARNINGS

- Leverage cloud-based solutions
- A simple but structured sales process
- Customer service with full customer 360 perspective
- Master Data Management (MDM) controls (e.g., customer accounts)
- Data security controls (need to know access)
- Prioritize customer and partner interaction experiences
- Incorporate operational management reporting
- SSO with two factor access to key IT systems
- Enable (selectively) or at least anticipate key data integrations such as:
 - HR system connected to add new users to Salesforce automatically
 - Integrations to back-end ERP and financial systems



IN ABSTRACT...

- Build the foundation with anticipation of future expansion.



OR, MORE SPECIFICALLY...

- Start out putting in place technology infrastructure to support both current and future needs

An integrated platform of cloud based best of breed tools -
Salesforce, ERP, Websites,
ecommerce, AI, reports/analytics...



ENGAGEMENT MODEL

- We can customize a program to your specific needs but our standard retainer model provides:
 - An average of 40 hour per month of support from a senior Salesforce consultant with month by month commitment (typically for 4 to 6 months)
 - Access to a network of Salesforce resources with more specific specialized skillsets (at additional cost for their time)
- Subsequent annual one day check up reviews (at no charge) to identify opportunities to reengage for another round of focused effort
 - It is likely that some level of focused effort will be warranted each year but the scope would depend on business circumstances at that time
- Higher levels of engagement can be negotiated if needed but we find that this level of support is a good balance between keeping enough engagement in place and controlling the associated costs



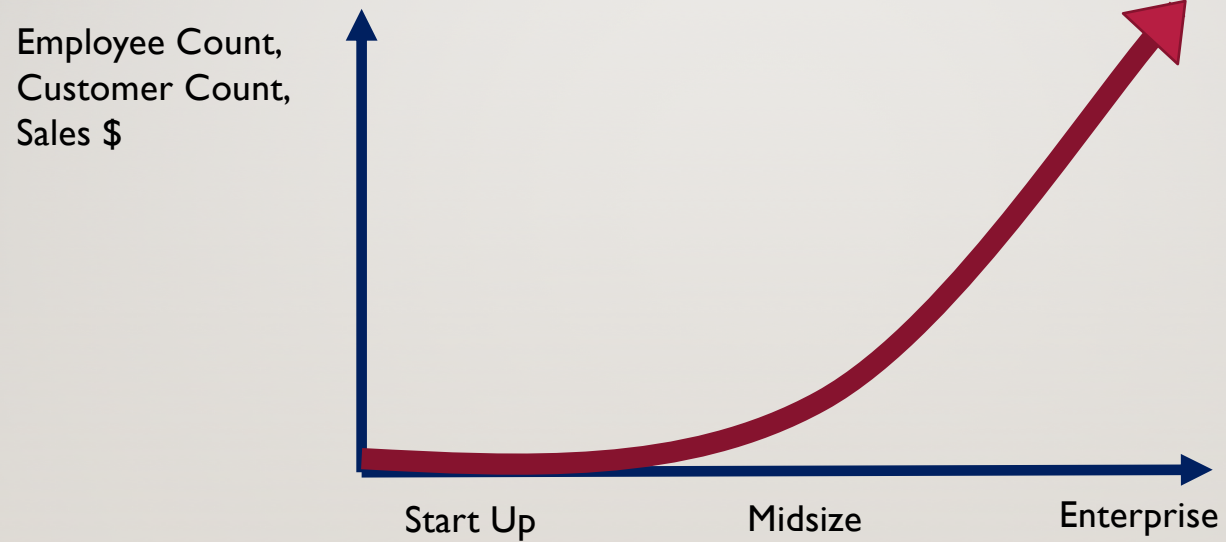
COSTS

- For the basic retainer model (40 hours per month on average) we prefer a structure combining cash payment with stock options
 - \$6,000 per month plus a smaller stock allocation
 - \$5,000 per month plus a larger stock allocation
- Alternatively, the all cash option is \$7,000 per month
- \$180 per hour for additional support from a Senior Salesforce Consultant beyond the basic retainer model
- \$80 to \$120 per hour for other resources depending on the specialization expertise needed
- We typically recommend that you contract directly any other consultants who may be needed (business analysts, developers...) – even if you want us to oversee their efforts



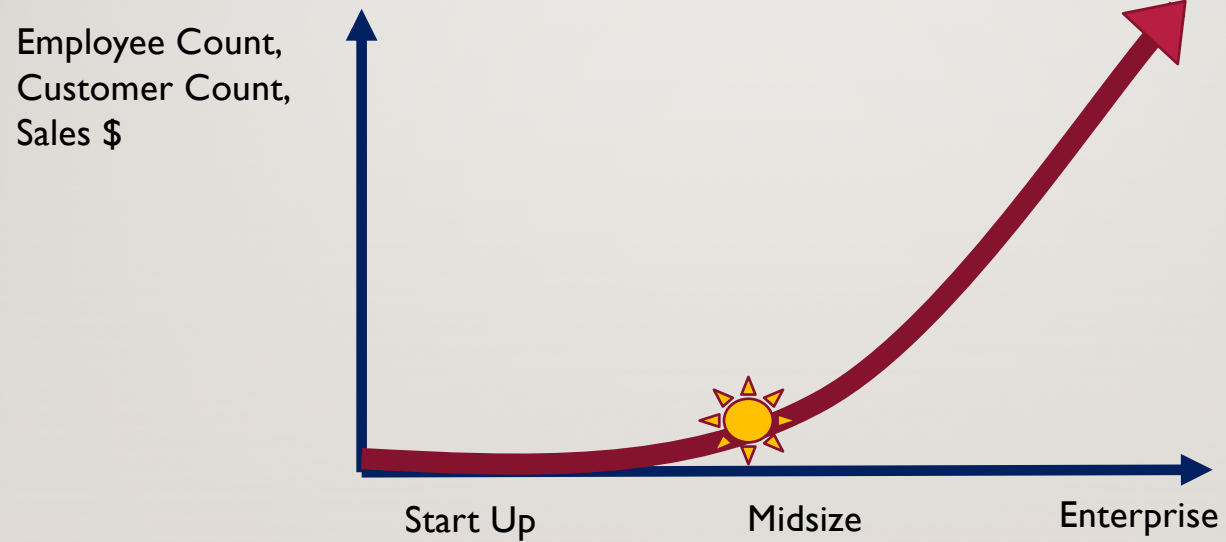
TIMING

- When is the optimal time for Smart Start?



TIMING

- When is the optimal time for Smart Start? **When you start to ramp up your team.**



Thank You

