

TRUSTED GUIDES ON YOUR SALESFORCE JOURNEY

salesforce

PARTNER



HIGHER ECHELON™



Simplified Salesforce Journeys So You Avoid Common Pitfalls & Achieve Maximum Benefit & Buy-in

No more paper forms. No more outdated and time-consuming processes that waste time & money. No more swivel-chairing between multiple systems and apps that don't work together. And no more frustration trying to navigate Salesforce complexity yourself. *You don't have to cross your fingers hoping your digital transformation will beat the odds & succeed.*



We Ensure Journey Success in a Trusted Partnership



salesforce

PARTNER

HigherEchelon's team is **extremely professional and high caliber**. They are very knowledgeable on the SF platform, while offering solutions to business problems. That's a hard mix as most partners tend to be over indexed in 1 particular way. HigherEchelon knew how to leverage the platform **to solve our business needs**.

–  AppExchange Review

THE MODERN WORK ENVIRONMENT IS DIGITALLY COMPLEX

Are Your Systems & People Equipped for the Road Ahead?

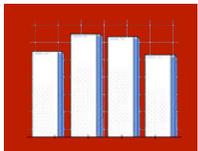


Most Digital Transformation Efforts Fail. We Guide You to Lasting Success.



We Make Sure You Avoid Costly Missteps From Failed Configurations

We unlock the platform's incredible functionality through custom configurations that meet business objectives -- saving organizations time, money, and massive future headaches that come from failed or overly complex configurations.



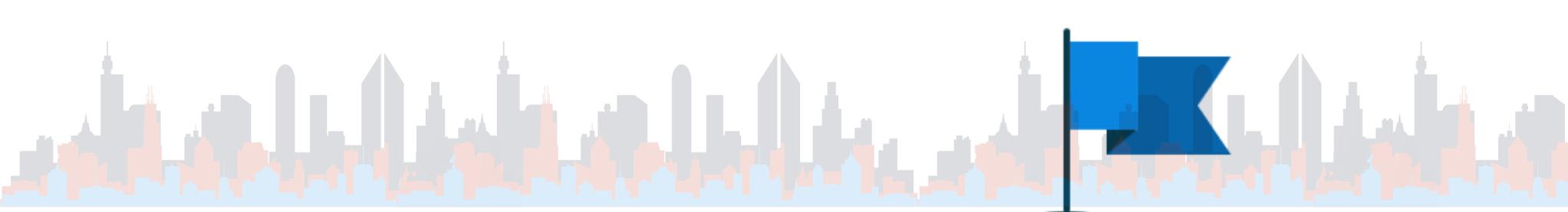
We Help You Get The Most Out Of Your Salesforce Investment

Clients lean on our extensive business understanding and strategic know-how for advice that maximizes the Salesforce investment and ensures long-term success.



We Ensure Everyone Gets on Board Through Change Management & Training

Digital transformations often fail without proper plans & processes. Our Ph.D.-level consultants provide world-class change management training and guidance that helps team members embrace the new solutions in ways that ensure long-term adoption.



Who We Help

Experts Serving the Public & Private Sector



FedCiv

Public Sector Data Challenges Solved in Compliant Systems



DoD

Seamless Security & Integrations across Platforms to serve the Mission



State & Local Governments

Modernization & Training to Update Legacy Systems



Manufacturing

The Complete 360 to Grow & Manage Pipeline & Projects



Construction

Increased Revenue & Advanced Analytics to Track Complex Projects



GovCon

Entire Propose, Win, and Manage Cycles Streamlined



Healthcare

A Single Source of Truth & Analytics for Better Patient Care



Financial & Professional Services

Increase sales with greater visibility into relevant opportunities. Track communication in one place from multiple users.



Non-Profits

Know-how to Maximized the Salesforce Investment



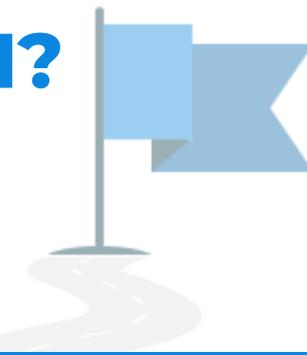
Higher Education

Employee, Student & Donor Management Simplified, Streamlined & Modernized



WHY CHOOSE HIGHERECHELON?

HigherEchelon is a one-stop-shop solution that solves the full range of technical & human capital challenges inherent to digital transformations.



1 OUR TRACK RECORD

We Are Known For Exceptional Service



5/5 Stars on Salesforce AppExchange



More than 90% of our clients request follow on work.



Winner of Salesforce Partner Innovation Award



500+ Users enabled with Salesforce

“They were there **every step of the way** and guided us through the process of planning, developing, implementing, testing and maintenance for our new cloud-based database built by them. They were quick and with our new system, **we are saving 100s of work hours a month.**”

— **AppExchange Review**

1

OUR TRACK RECORD

Case Studies

Read Our Case Studies Detailing Solutions



West Point

Leveraging GovCloud to move to a near-paperless recruiting and attendee management system



Three Wire Systems

Modernizing legacy business processes to better serve the Three Wire services division



Revolism

Apex Code Correction project following a failed implementation from another consultant



Federal Capital Partners

Implementing a complex set of business relationship to manage investments & visualize data



August Spark

Leveraging sales cloud and lightning solutions to enhance functionality



Department of Veterans Affairs

Grantee Reporting for Veteran Sports and Special Events



Special Operations Command

Optimizing and modernizing recruiting processes through migration to a paperless recruiting management system



Yulista

Revamped core processes & implemented extended workloads driving platform ROI.

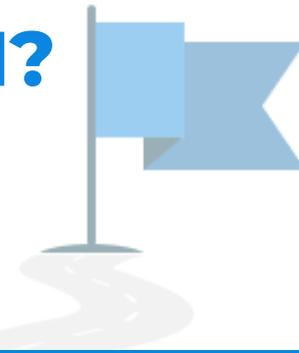


California National Guard

Automating the academy recruiting processes for effective data management & enhanced efficiencies

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2 OUR PEOPLE

Salesforce Pros & Much More: We also have experts in organizational psychology & human performance



Nearly 100 active
Salesforce certifications.



All U.S.-based staff with clearances. More than 50% are Veterans or Veteran spouses.



SCRUM Masters & PMP
certified staff.



On-staff PhD - level organizational behavior,
human behavior & psychology experts

★ *Plus a deep bench of teaming partners and 1099s to support any need*

★ *Program certifications include Application Architect, Sales, Service, Community & Marketing Cloud Consultants, Platform Developer I & II, Platform App Builder, Copado Administrator, MuleSoft Certification Level 4, and many more.*

HigherEchelon is extremely responsive, quick to return calls and help with even minor issues or challenges that we have. They have been very willing to share their knowledge and help me become a better administrator.

— ★★★★★ **GovCon Client**

2

OUR PEOPLE: SALESFORCE DEDICATION AT EVERY LEVEL



Friendly, dedicated & client-focused: Our Salesforce pros become your trusted partners in excellence.



The Salesforce platform is the most innovative cloud technology of our time. Harnessing its power results in process modernization and digital transformation that will take your organization to new levels of excellence! Our experts will show you how to do this on every step of your cloud journey.

-- Paul Maggiano, Co-Founder & Partner



Everyone I've worked with at HigherEchelon is just high quality, **so easy to engage with**, and always has a sense of professionalism about them. It's very clear from the top down that HigherEchelon is out to provide quality services, quality product to the customer, and maintain **a level of professionalism** that you just don't see that often anymore.

—  GovCon Client

WHY CHOOSE HIGHERECHELON?



Our signature JourneyNav™ process accelerates you from idea to execution in one complete solution that saves you from having to work with multiple vendors.

3 OUR PROCESS

We guide clients through the entire digital transformation journey to provide a flawless technology implementation paired with world-class change management for sustained success.



Our signature 9-step process drives lasting results in one comprehensive solution.



PROSCI-certified change management practitioners guide & train clients throughout the change journey.



3

JourneyNav™

OUR SIGNATURE PROCESS EXPLAINED



- 1 WE LISTEN**
In-depth discovery calls to understand where you are and where you want to be
- 2 WE ADVISE**
Direct guidance on platform use, what to choose, & how to save with options floated
- 3 WE TRANSLATE**
User requirements translated into sprint demos with expert option guidance
- 4 WE DEVELOP**
Full AGILE shop to ensure on time, on budget delivery that exceeds expectations
- 5 WE TEST**
Rigorous testing to ensure full satisfaction & usability with iterations until perfect
- 6 WE COMMUNICATE**
Change Management stratcomm & execution plans, templates & timelines
- 7 WE ASSESS**
Pre and Post testing so you can quantify ROI and see where the needles moved
- 8 WE TRAIN**
Full scale training & support from ICF coaches & human behavior experts
- 9 WE SUSTAIN**
There for you when you need us for any issues or ideas major or minor

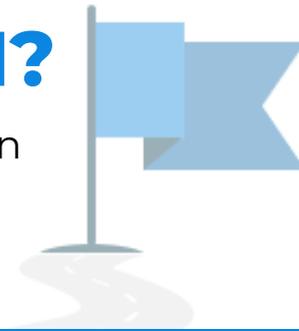
HigherEchelon has been a wonderful partner as we launched and customized our SF platform with them from cradle to grave. **They are always ready to support our needs** and find the best solutions to meet our needs.



AppExchange Review

WHY CHOOSE HIGHERECHELON?

HigherEchelon is staffed and ready to deliver expert consulting on the Salesforce offerings you use and love most.



4 OUR EXPERTISE



SALES CLOUD



SERVICE CLOUD



EXPERIENCE CLOUD



Sales Cloud



PLATFORM



TABLEAU CRM



EINSTEIN AI



MULESOFT



MARKETING CLOUD & PARDOT



Service Cloud

We were new to Salesforce last year. Having somebody with expertise on [how to use it strategically and to our advantage](#) was really important. I think we'd be a little lost if it wasn't for the HigherEchelon consultants coming in and coaching us through that.

-- Josh Herren, CEO



WHY CHOOSE HIGHERECHELON?

Providing award-winning business solutions across functions in a client-focused, collaborative partnership



4 OUR EXPERTISE INCLUDES



Excellent communication and willingness to work with the customer to ensure the product accurately addresses the client needs.



AppExchange Review

WHY CHOOSE HIGHERECHELON?

HigherEchelon has developed innovative expertise & solutions to Talent Management challenges that you can't find anywhere else.



4 OUR EXPERTISE

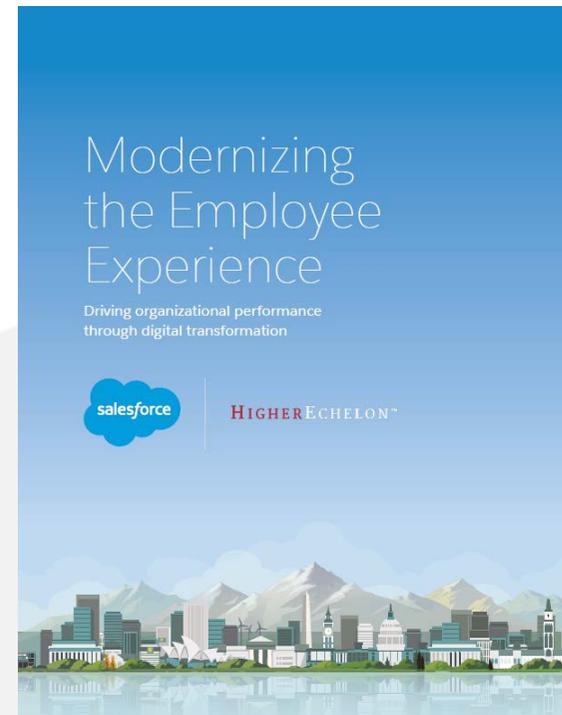
We are the Salesforce-recognized go-to Implementation Partner for all things Talent Management

★ Recruiting Solutions

★ Applicant Tracking Systems

★ Onboarding & Retention

Read the Talent Management White Papers We Co-Authored with Salesforce



TRUSTED GUIDES ON YOUR SALESFORCE JOURNEY



**Clicks Not Code
Everywhere Possible**



**No Implementation Project is too
Small or Too Complex**



**Change Management
Ensures Journey Success**



**Strategic Planning Saves You Future
Design Conflicts & Costly Problems**



**One-Stop-Shop Seamless
Capabilities**



**Business Process Re-Engineering
Helps You Rethink How Work is Done**



HIGHER ECHELON™

Ready To Get Started?



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