



SALESFORCE SITE.COM
IMPLEMENTATION

Organizations in the life sciences industry are looking for solutions that provide flexibility, operational visibility, and return on technological investments. As cloud technology offers these benefits, our client wanted to leverage Salesforce to manage customers, events, and registrations. They also needed to revamp their website and upgrade their Content Management System (CMS) for better usability. Drawing on our Salesforce custom development and integration experience, the client was able to automate several business processes and maximize their Salesforce functionality. We also integrated a complete payment solution using PayFlow Pro.

CLIENT PROFILE

Our client is a US-based, member-driven organization that fosters interaction between life sciences companies, institutions, policy makers, and other stakeholders. The association represents over 800 pharmaceutical, biotechnology, digital health, and medical devices/diagnostics companies.

BUSINESS CHALLENGE

Many of the client's processes such as managing events and memberships were handled manually. They had a raw Salesforce instance that required a lot of customization to serve their business model. The rigid CMS made website updates a cumbersome process for the nontechnical staff.

BUSINESS REQUIREMENT

- ◆ Revamp of existing CMS for better usability and management
- ◆ Migrate existing website to Salesforce
- ◆ Management of clientele, events, and registrations via salesforce
- ◆ Account management capability for partners and vendors

QBURST SOLUTION

Employing Salesforce application deployment best practices, we delivered a custom solution with minimal downtime. Using Site.com, we deployed a CMS with dynamic content display. The drag and drop interface and intuitively designed templates helped admins create page structures and site maps with ease. Users were able to modify structure and content without technical assistance.

Complex functionalities such as event management, registration, discount/coupon code, and payment integration (PayFlow Pro) were automated and implemented using Force.com, Visualforce pages, and Apex classes. We used community portal to manage members.

KEY FEATURES

- ❖ Option to dynamically change website content and color schemes
- ❖ Seamless management of members, new registrations, and accounts
- ❖ Efficient event management and registration system to manage early bird offers, duplicate checks, and discounts
- ❖ Payment integration to handle payments, cancellations, and refunds
- ❖ Community portal allows members to manage profile, revenue summary, and membership, reducing manual effort and delays

TECHNOLOGIES

- ❖ Enterprise Edition with 27 users; 42 community users
- ❖ Pardot
- ❖ Modules: Community, Force.com Sites, Site.com
- ❖ Apex Classes, Visualforce Pages, Trigger
- ❖ JavaScript



BUSINESS BENEFITS

- ❖ Significant reduction in time taken to update website content, color schemes, and layouts
- ❖ Streamlined event management process considerably reduced administrative effort and cost
- ❖ Community portal eliminated manual effort in updating account details and simplified member enrollment



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