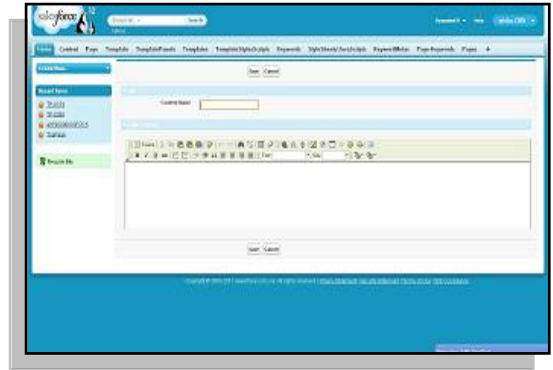




Salesforce.com – Powered CMS

Executive Summary

This case study illustrates the development of a Content Management System (CMS) on Salesforce platform with custom functionalities like form generation, marketing automation, social networking service functions, database marketing functions, and various controllers to cater to the client's evolving business needs. The client had discussed with many software vendors about the project and finally decided to go along with Mindfire Solutions.



The development was done in phases as per the client's evolving business needs. Controllers, SEO functions, form generators, file uploader, marketing automation functions and social media functions were all developed in different phases. The CMS developed and the customization done by Mindfire's Salesforce team was able to meet the requirements listed down by the client.

About our Client

Client IT Service Provider | **Location** Osaka | **Industry** Information Technology

Business Situation

The client's business was in need of a Content Management System to be built on Salesforce platform with business-specific customizations. They had the idea in store but not the expertise to execute the project. The client was searching for a dedicated and reliable offshore partner that would not only have the skill set but also the ability to deliver on time. They had been discussing with a number of vendors before approaching Mindfire Solutions. Mindfire's technical team had a series of discussions with the client, proposing them with a quick and effective solution. Finally, the client responded positively and started work with Mindfire Solutions.



Solution Details

The Mindfire Solution

We created, as per our client's business needs, a Content Management System on Salesforce platform comprising Page Controller, CSS Controller, JV Controller, Widget Controller, and Template Controller, together with preview function and a 2-step approval workflow. SEO functions (META-word & HTML controller) were added to the CMS for search optimization on pre-selected search words. Parameter control functions were added for additional SEO functions and automatic sitemap generator was also attached.

In the next phase of development, we implemented Form Generator (comparable to WuFoo service) with file uploader, widget handler, extra/intra page handling, etc.

Marketing Automation Functions (e.g. Mail-click-tracking, Paid-Ads-tracking, SEO-tracking, Seminar-tracking), Page-URL maneuver (by incoming keyword, referred site, predetermined URL parameter), Non-converted User tracking functions, Converted User tracking functions were added in the subsequent phase of development.

The final phase of development focused on SNS (Twitter, Facebook, etc) archiving, lead/case-generation from SNS archive, SNS warning alert on negative/positive message by censoring pre-determined keyword inclusion, SNS text-mining functions, Follower count, Following count and RT tracking, SNS message input and send, etc.

Achievements

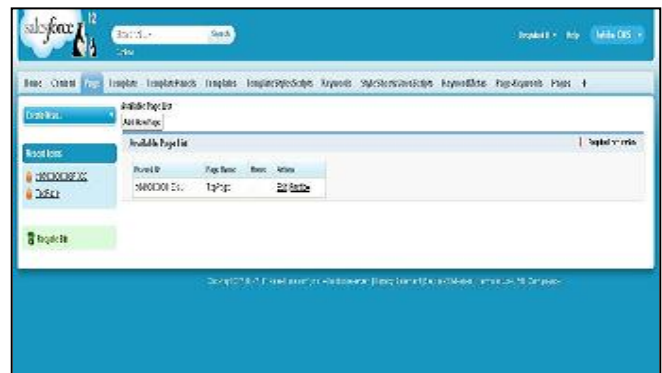
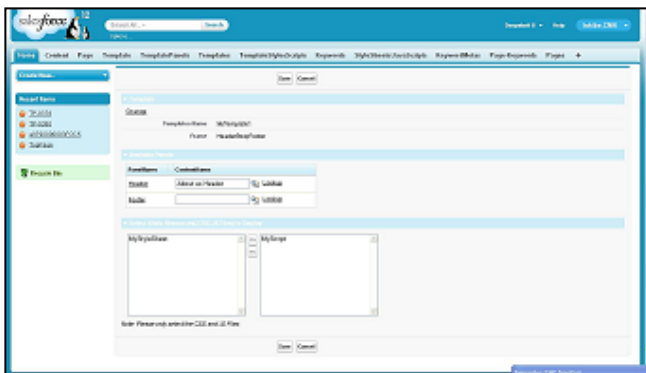
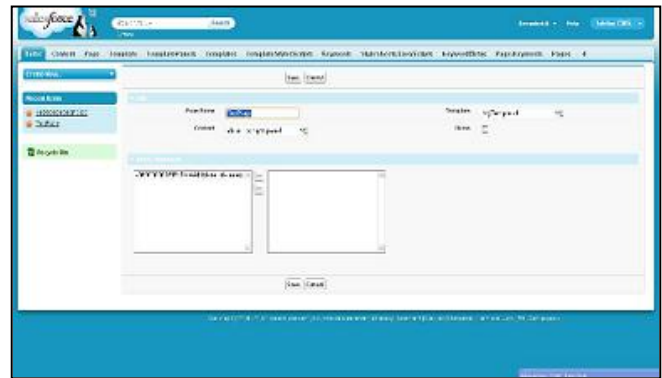
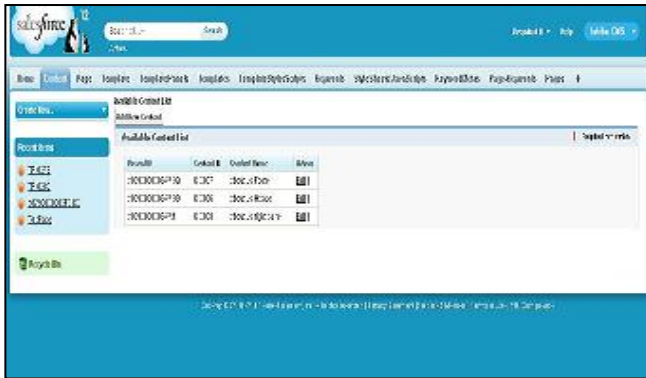
The complexity involved with this project was high. A lot of native Salesforce functionalities were linked to the CMS to get business-generated statistics in line with the business objectives of the client. Time frame was another very important factor for the client and our team. Our technical team very diligently handled all the intricacies involved in the project and delivered a robust solution to the client. The client was very happy to have found such an efficient and dedicated partner for his Salesforce development needs.

Technologies

Salesforce, Force.com, Apex, Visualforce.



Final Results Software System



Customer Benefits

The CMS delivered to the client had a lot of functionalities that solved a majority of issues of the client. Managing data, Marketing functions, Social media functionalities and many more tasks were performed with ease cutting down timeline.

Future relationship

The client was pleased with Mindfire’s effort and having found out such a professional offshore IT unit. He allocated the support and maintenance work of the current system to Mindfire and also chose us for future customization and new IT projects.

