



Certero for Cloud: Salesforce.com Module

Salesforce.com License Management and Optimization

As enterprises grow they need a CRM system that will grow with them. Salesforce.com is considered to be the number one solution for enterprises, capable of being more than a simple sales and marketing tool. However, in most enterprises, Salesforce.com can be thought of like a garden without a gardener to cut the grass and prune the hedges. Typically, systems are left unmanaged and grow wild in terms of users, data records, storage consumption and so on.

With so many different tools that can be integrated from the Salesforce.com AppExchange, the potential for unmanageable complexity is enormous. Over time, many Salesforce.com applications evolve into a central system to manage finance, operations, IT, support and administration, in addition to sales and marketing. This ever-expanding complexity creates a wide range of challenges for organizations.

Below are some of the more common challenges experienced by organizations, which push up license costs and create ongoing management problems for CRM administrators:



License Overspend

Paying for unused licenses that have not been re-harvested or purchasing higher level subscriptions that are not required.



Multiple Instances

Failing to manage multiple instances of Salesforce.com due to fragmented data sets and no single pane of glass visibility.



Apps and Plugins

Cloud sprawl within Salesforce.com as a result of uncontrolled installation of apps and plugins from the AppExchange portal.



System Limitations

Exceeding Salesforce.com limits for storage, fields, APIs and more, causing temporary automation process failures.



Data Quality

Using obsolete, unsuppressed data for sales and marketing campaigns, resulting in unreliable performance metrics.



Users and Roles

Poorly configured systems that grant higher levels of access and permissions to users that should not have them.



Solution

Delivered in the cloud or on-premise, with out-of-the-box automation, a single source of granular data and advanced analytics, **Certero for Cloud** gives you single pane of glass visibility of your applications and full control over your cloud IT expenditure, making it the world's most advanced and modern Cloud Asset Management solution.

Certero for Cloud's Salesforce.com license management and optimization module removes all of the problems associated with administering the platform, by giving you greater power and control to optimize your licenses, users, storage, data, apps and more.



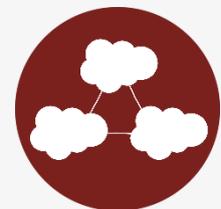
Manage &
Optimize
Licenses



Visibility Across
All User Activity



Manage
Users &
their Roles



Manage
All
Instances



Manage All
Profiles, Objects
& Permissions



Control
Integrated
Applications



Visibility of
System
Limitations



Identify
Obsolete
Data

Benefits

- Improve visibility and governance of multiple Salesforce.com instances
- Eliminate overspending on unused or oversubscribed licenses
- Improve sales and marketing performance by identifying obsolete data for suppression
- Protect access to CRM data, applications, permissions and processes across the enterprise
- Improve the efficiency and effectiveness of your CRM system and its processes
- Safeguard automated processes to protect data integrity and business performance
- Automate the consolidation of user, license, role and profile data into one area
- Manage all cloud applications within **Certero for Cloud**, on the Certero Management Platform

Certero is a leader in the development, delivery and enablement of Cloud-ready, easy to use, enterprise-level solutions that modernize IT hardware & software asset management and help drive organizational transformation. Easy to do business with and applying our unique architectural advantage, complemented by world-class services, we deliver single pane of glass visibility and control across even the most complex estate, from mobile to mainframe.



Certero for Enterprise ITAM

Software Asset Management



Certero for Enterprise SAM

Software Asset Management



Certero for IBM

Software Asset Management



Certero for Oracle

Software Asset Management



Certero for SAP Applications

Software Asset Management



Certero for Cloud

Software Asset Management



Certero for Mobile

Software Asset Management



Certero App-Centre

Self Service Software Store



Passworks

Self Service Password Reset



PowerStudio

PC Power Management



Certero Services

Comprehensive Services Portfolio

“With Certero it’s just a better experience...”