

Salesforce License Management and Optimization

Salesforce license management and optimization solution from Certero gives you power and control over your cloud applications and their costs

Challenge:

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 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.

Key Features:

- Manage & Optimize Licenses
- Manage All Profiles, Objects & Permissions
- Visibility Across All User Activity
- Control Integrated Applications
- Manage Users & their Roles
- Visibility of System Limitations
- Manage All Instances
- Identify Obsolete Data

Benefits:

Certero for Cloud's Salesforce license management and optimization solution gives you the power and control you need over your cloud expenditure.

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

Get In
Touch

www.certero.com

About Certero

At Certero, we're passionate about customer success. It doesn't matter how great our SAM tools are or how fantastic our Unified Platform is if our users aren't happy. We broke the mold when we developed the world's only truly Unified Platform for both SAM & ITAM stakeholders. No more disparate products, separate code bases and user interfaces. That's why our customers don't need to pay extra for expensive integration work, why setup is painless and how we've been able to build unrivalled functionality and automation.