



THREEBRIDGE

SALESFORCE PROJECT BRIEF

Our client, a national car insurance provider, had an overgrown, difficult-to-manage Salesforce platform. Technical performance had significantly diminished and adding to the platform was becoming too difficult.

CLIENT CHALLENGE

In addition to the standard Sales, Service, and Marketing Clouds, the client had exhausted the effectiveness of the tool by adding in too many managed product packages. They needed a way to improve the technical connections for increased system efficiency, and a more scalable architecture for planned future growth.

OUR SOLUTION

ThreeBridge led a code refactoring effort to streamline their platform and introduce enterprise design patterns. Throughout the 6-month effort, we provided program leadership, technical architecture, development, and QA. We also provided supplementary development capacity to stabilize and optimize their Salesforce ecosystem.

RESULTS

A faster platform means they don't have to wait for nights and weekends to batch process. Because the platform is healthier, innovation is back in the plans. The client will now be building out the platform more rapidly, and with the ability to scale.