Investable Memphis

"It was intimidating at first, but Agile made the process painless! They were patient in helping me understand everything, every step of the way!"

-Jonel Turner, Director of Marketing Communications.

CHALLENGE

The Investable Memphis website allows users to explore the profiles of local companies that are supported by the organization. The website was powered by a database that cost the organization thousands of dollars a year, and the database was only used to provide content for the website. The organization wanted to use its new Salesforce CRM to supply website content thereby eliminating a costly secondary database and storing all business information in one centralized location.

SOLUTION

Epicenter Memphis worked with Agile Cloud to move the business database content into Salesforce. The information from the external database was migrated to the accounts object in Salesforce, and Agile aligned the content to standard and custom fields in Salesforce. Users at Epicenter Memphis can now select which business accounts are displayed on the website with a simple preference in Salesforce. To display account data on the site, custom development was required. Agile programmed the website, developed the search features, and designed the layout for the business profile pages.

RESULTS

Epicenter Memphis was able to expand their use of Salesforce by adding this account data to the new system. This allowed the organization to discontinue use of the external database and save money. The staff can now focus on one system to house critical information about businesses. The centralized information also enables staff to engage with business partners and easily enter data about new entrepreneurs and their businesses. The staff can easily indicate which data should be displayed on the Investable Memphis website.

ABOUT THE CLIENT

Investable Memphis showcases entrepreneurs and their companies so that they can connect with investors and obtain the resources they need to grow their businesses. The website allows investors to obtain information and is one data point in the investment decision making process.

ABOUT AGILE CLOUD CONSULTING

Agile Cloud Consulting provides end to end product development services. Our expertise extends beyond technology and into business process and strategic planning for the future. We specialize in for-profit, non-profit, higher education, and healthcare utilizing years of experience and hundreds of successful implementations to help you achieve your organizational goals.