



CASE STUDY

CHALLENGE

OpnMkt (Open Market) was developed by Silicon Valley entrepreneur, Tom Melbourne, to disrupt monolithic SDR/BDR business processes. While Tom had the industry expertise, he did not have the technical ability to bring his concept to life. Agile Cloud Consulting stepped in to help him bridge the business concepts with the technical expertise needed develop a Salesforce AppExchange offering.

As a startup, striking the right balance between functionality, timeline, and budget were critical considerations to driving long-term success.

SOLUTION

Agile Cloud Consulting (ACC) conducted a collaborative discovery process to uncover both the technical requirements and business drivers for the solution. Keeping a customer-centric view of the OpnMkt's target market was a northstar for the project to maximize go-to-market efforts and drive revenue for the startup.

The native Salesforce App leveraged a data model agnostic architecture and second generation packaging to ensure the solution would scale and be easily adopted regardless of the existing Salesforce deployment.

RESULTS

OpnMkt was able to start engaging the market with product demonstrations and visuals using a beta package while Salesforce conducted its Security Review Process. This allowed the OpnMkt team to focus on driving business while the final technical aspects were ironed out.

Today, OpnMkt is available for purchase providing an internal marketplace for sales leads distribution. SDRs list qualified prospects. Account Executives choose them.



“ Finding the right Product Development Outsourcer (PDO) to build your product is as important as the product itself. After many conversations with several Salesforce development partners, Agile Cloud Consulting stood apart for its experience, partnership, culture, and willingness to do something different. Several other PDOs refused to work with us because we are a startup challenging the status quo. Our app, OpnMkt (<https://opnmkt.io>), is the first of its kind lead distribution app: gamifying and personalizing the sales lead handoff process.

The fact that Agile Cloud had built apps, operated an ISV, and been through an acquisition with Salesforce uniquely positioned them as a strategic partner. They have been invaluable in navigating Salesforce and I am looking forward to a long, fruitful partnership.

“I cannot recommend Agile Cloud Consulting enough for anyone looking for a trusted PDO partner!”

-Tom Melbourne, Founder & CEO

About OpnMkt

The current SDR to AE handoff processes are broken. So we reimagined it and created a marketplace approach to new lead / prospect / opportunity distribution.

SDRs list the prospects they sourced in an internal marketplace; AEs choose which leads they want to pursue. This model removes the subjective quantity vs. quality and accepted to pipeline squabbles.

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.