



Transformation Journey

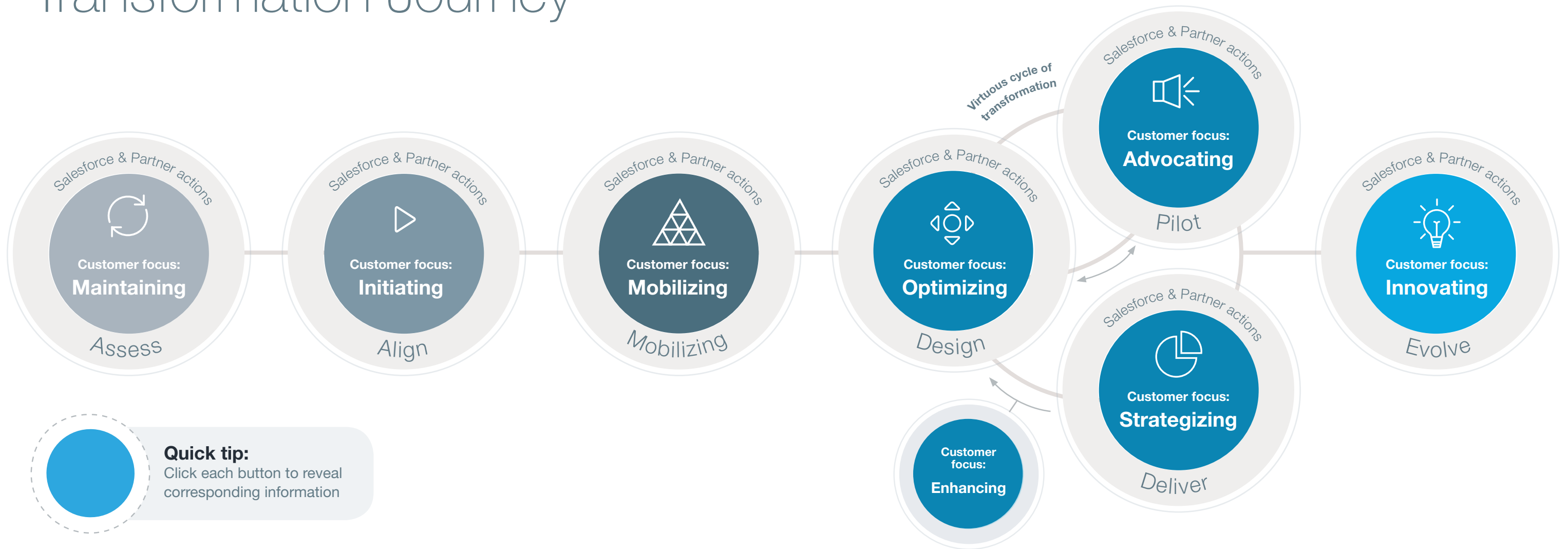
Interactive journey map

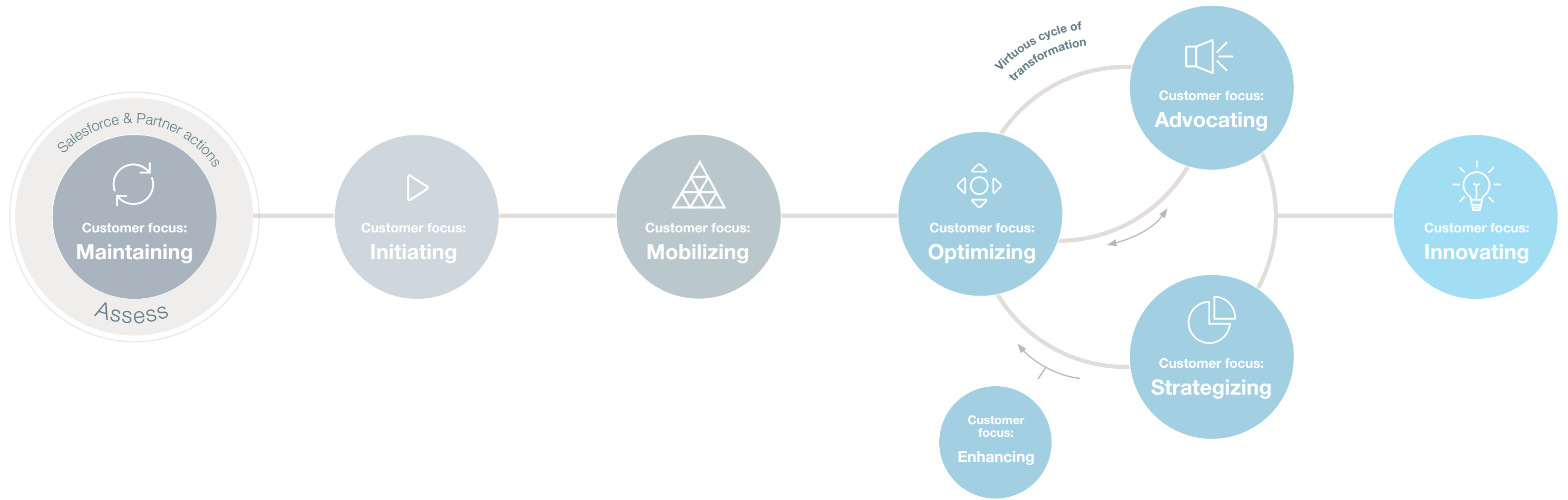
Begin



Digital Dilemma

Transformation Journey





Customer focus: Maintaining

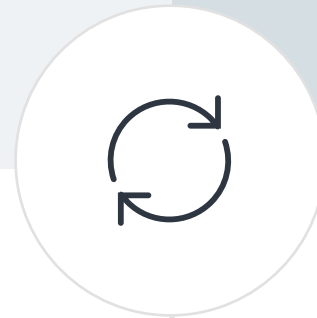
The Digital Dilemma is so overwhelming that no substantive action is being taken – the customer is focused on **maintaining** legacy technology and mission-support processes.

Salesforce & Partner actions: Assess

The aim in **assess** stage interactions is to keep the focus on the end customers served by the mission, by using design thinking.

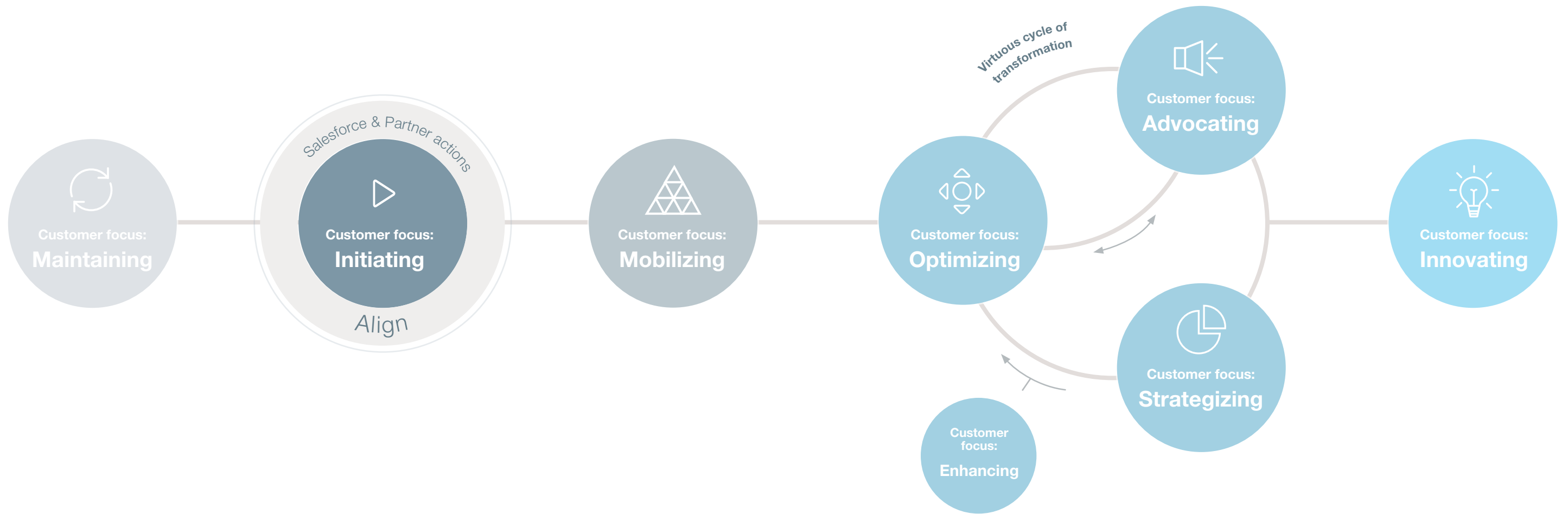
Customer symptoms

- Customer focuses on siloed application development, addressing one app at a time as opposed to collective requirements across apps.
- Customer starts new projects, solutions, and apps before assessing what they already have.
- Customer focuses on short-term gains as opposed to long-term systemic evolution.
- Customer invests money and time but value is not being seen at the other end.



Next steps

- Share customer examples to show the benefits of taking a more holistic approach.
- Be empathetic with the dilemma and listen without judgment.
- Show what's possible with basic/cloud demos that aren't customer-specific.



Customer focus: Initiating

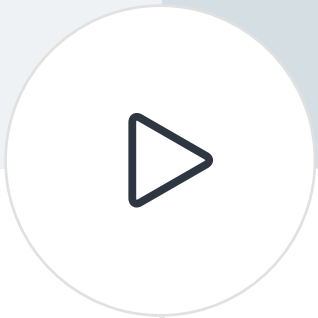
The pain points with legacy tech have become so strong, or opportunity to evolve mission so great, that change agents at the customer have begun **initiating** transformation discussions.

Salesforce & Partner actions: Align

The **align** phase moves the conversation into the realm of potential solution approaches – with proof points and use cases from other engagements.

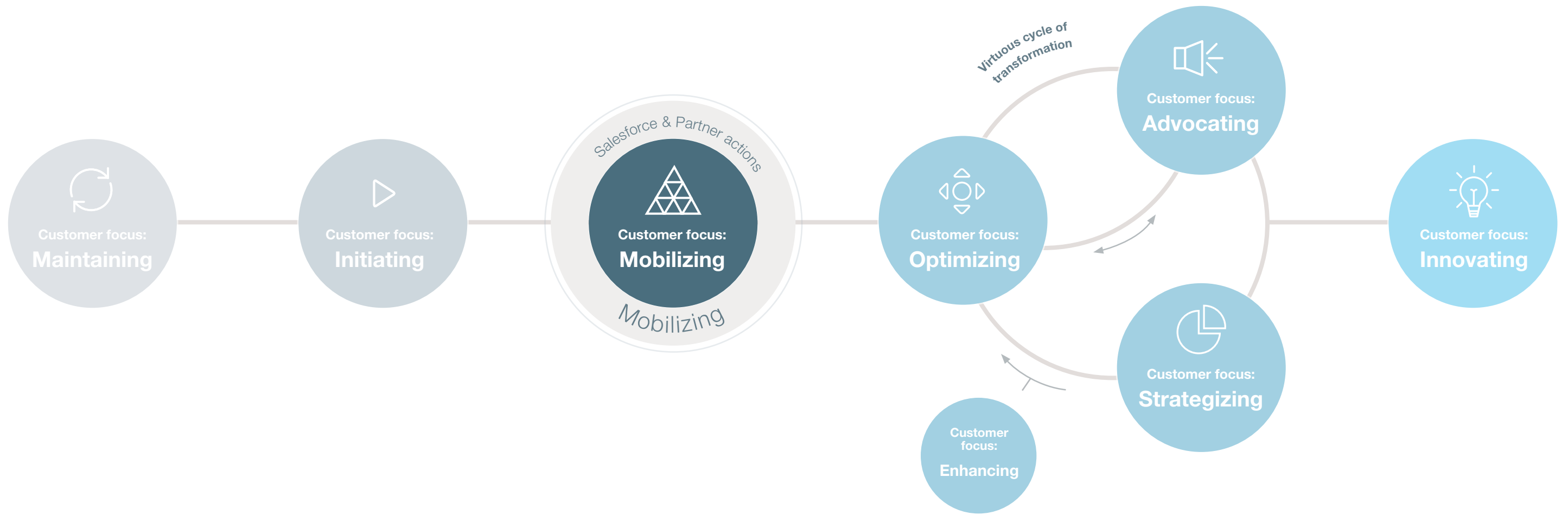
Customer symptoms

- Customer has started a review of its old system and knowledge inventory but they are siloed, overwhelming, or both.
- Some form of sponsor is present, usually someone new in the position (within two years).
- Customer leadership is exasperated, especially regarding the lack of return on investment.
- Other factors like a public failure, budget cuts, or attrition become a catalyst for change.
- Agency is maintaining a “skills warehouse.”



Next steps

Show contextual demos of cloud capabilities.



Customer focus: Mobilizing

A specific business challenge or technological solution category has been identified and the change agents are **mobilizing** support.

Salesforce & Partner actions: Mobilize

At the **mobilize** phase, the goal is to move the conversation from potential solutions to ones that will be possible within the bounds of the sponsor's current scope.

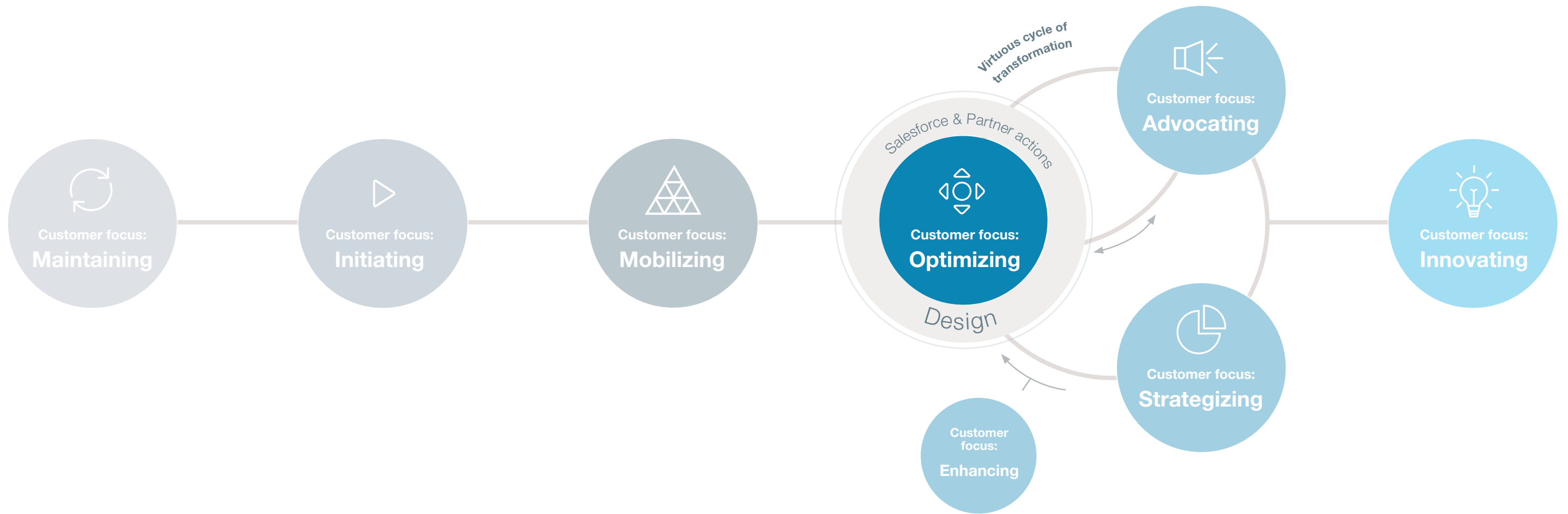
Customer symptoms

- Customer starts re-prioritizing resources and allocating funding for a potential solution.
- Customer conducts qualification discovery and a partner evaluation.
- Congressional, federal, or presidential mandates could prioritize a project.



Next steps

- Confirm that the right partners and stakeholders are involved.
- Define a scope and timeline for the solution.
- Establish metrics for success with the solution.



Customer focus: Optimizing

The foundational business case has been confirmed and a solution partner, or set of partners, has been chosen, so the customer team is iteratively **optimizing** the solution for its various stakeholders.

Salesforce & Partner actions: Design

In the **design** phase, guidance and support are required for discovery, requirements gathering, and solution iteration paths.

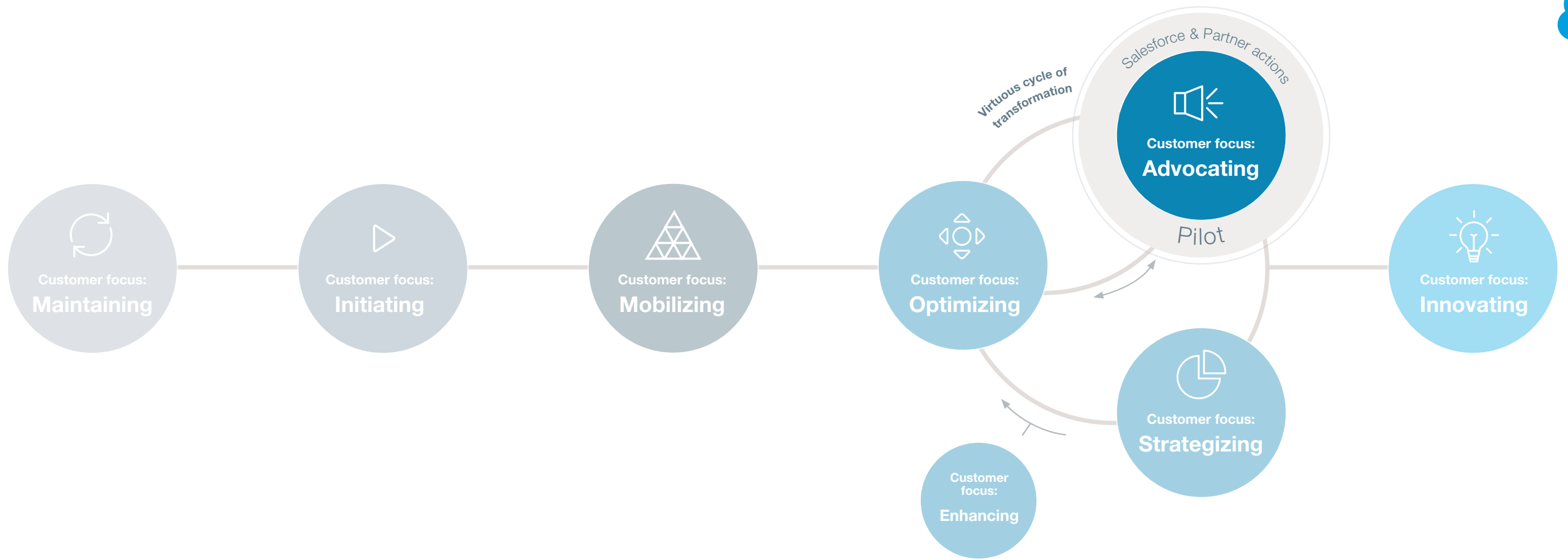
Customer symptoms

- Customer validates requirements and proposes an architecture for the solution.
- Customer begins to scope and secure budget for the pilot.
- Customer looks to consolidate its apps with the solution to reduce redundancy of system functionality.



Next steps

- Use metrics to validate the success of what's built in the design phase.
- Conduct user acceptance testing or polling.



Customer focus: Advocating

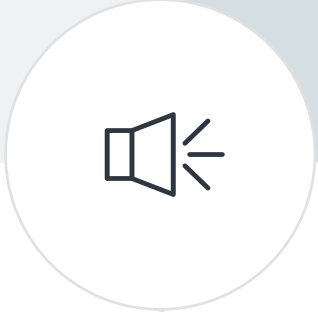
With a pilot release in the hands of stakeholders, the change agent focus moves to **advocating** for the solution iteration and the underlying platform.

Salesforce & Partner actions: Pilot

Through agile development, the **pilot** phase releases a solution iteration to stakeholders to gain validated insights for further iterations and begin change management.

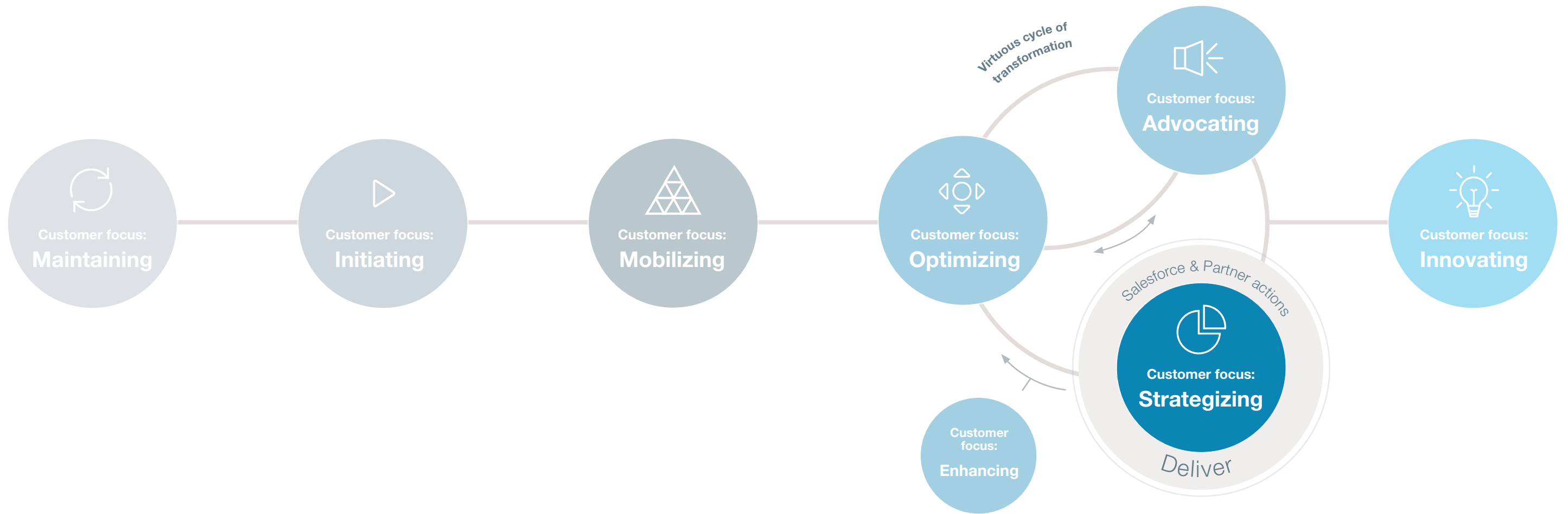
Customer symptoms

- Customer has purchased a subset of licenses and can put its own data into Salesforce.
- Partner is under SOW and actively working with a Salesforce team.
- Customer may continue using the pilot and not think to proceed further.



Next steps

- Rethink the pilot approach if the sales cycle stalls or takes too long.
- Use metrics based on the initial requirement set to show improvement, comparing the success of the pilot as-is to what more can be achieved with a fuller solution.



Customer focus: Strategizing

With the initial solution close to delivery, the change agent focuses on **strategizing** how to gain executive support for additional point solutions.

Salesforce & Partner actions: Deliver

With sign-off on a solution iteration, agile development continues through to **delivery** of the v1.0 solution. Sales conversations turn to success measurement and new opportunities.

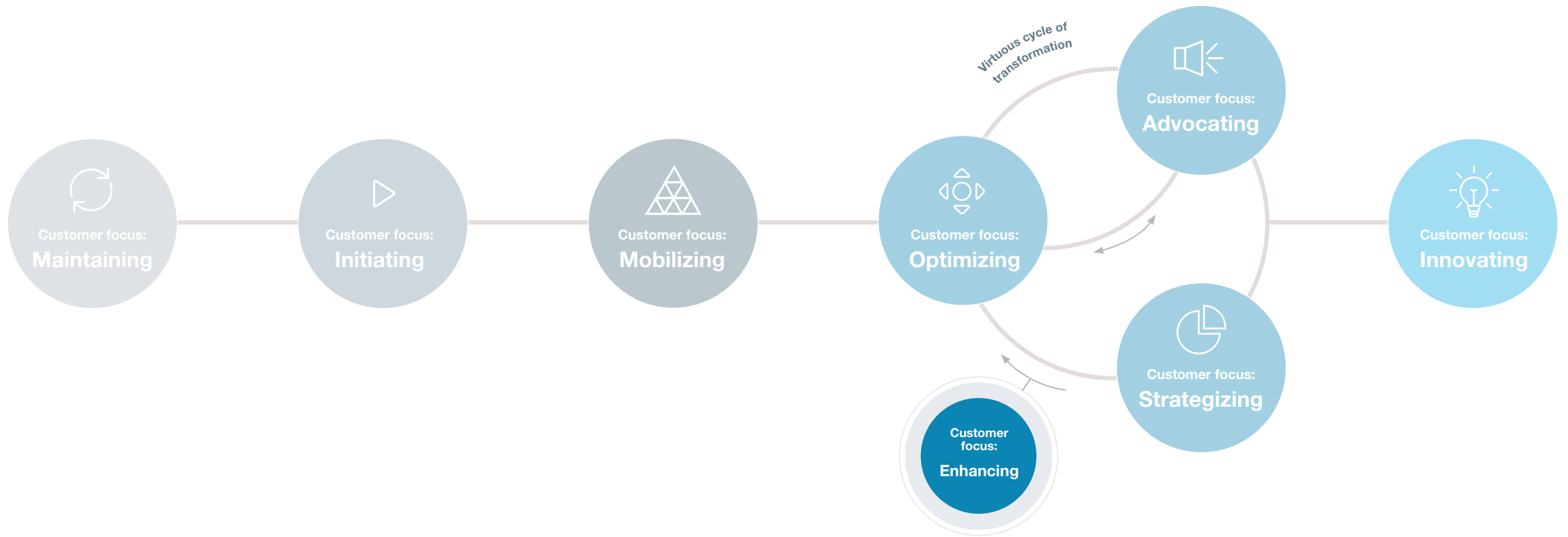
Customer symptoms

- Initial viable product is built, launched, and being used by the customer.
- Customer stakeholders agree and validate that the solution is working.
- Customer markets the success of the solution to executives and within the organization, possibly conducting a roadshow.

Next steps

- Identify the next target solution and additional stakeholders.
- Establish a design concept for the solution evolution or future iterations.



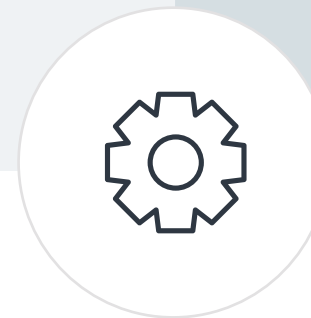


Customer focus: Enhancing

With Exec Support in place through proof of success of the first solution, the change agent looks to broaden their influence by **enhancing** further applications.

Salesforce & Partner actions: Further cycles of transformation

Through a combination of awareness, account and opportunity marketing, plus account reviews and further application rationalization (Sparks), the Salesforce team help the customer identify new solutions to target.

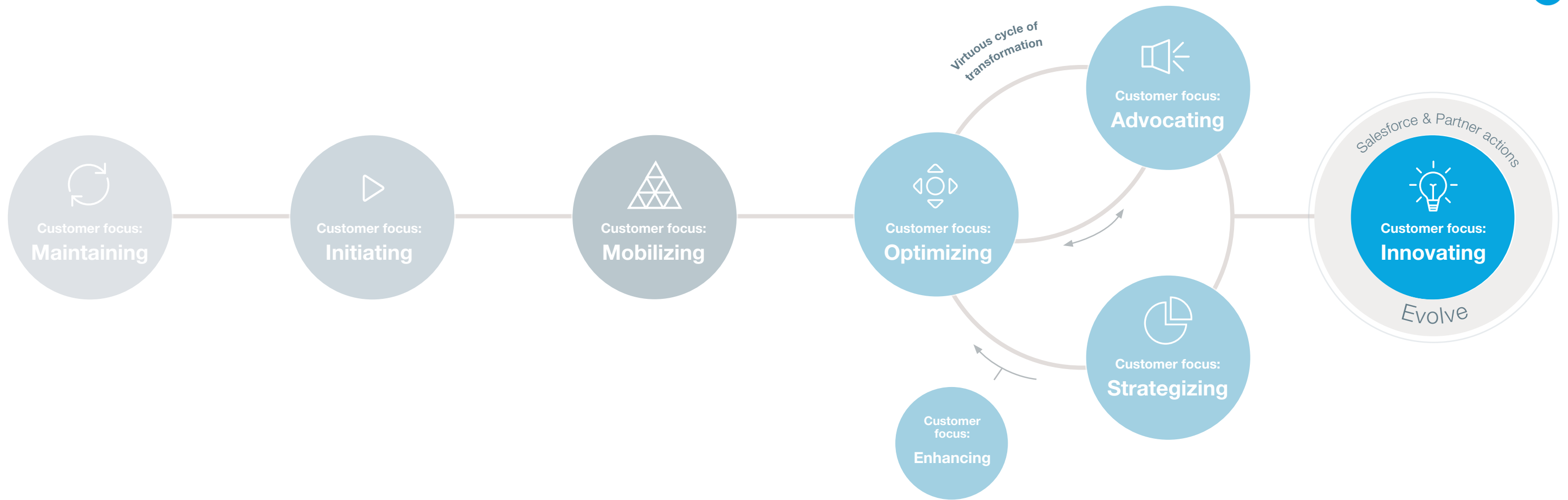


Customer symptoms

- Customer executive support is in place.
- Customer has further opportunities to enhance or extend the solution, or is considering additional solutions.
- Customer re-evaluates partner alignment (which partner to enlist for what work).

Next steps

Re-establish baseline metrics, or create new metrics for success.



Customer focus: Innovating

A tipping point has been reached where digital transformation and innovation are embedded in the culture, and the customer can focus on **innovating** missions of the future from a consistent and converged innovation platform for transformation.

Salesforce & Partner actions: Evolve

As a trusted partner, the Salesforce team is able to move beyond pitching individual point solutions and has instead landed Salesforce as the platform for transformation, enabling the customer to continuously **evolve**.



Customer symptoms

- Customer has launched more than one solution or iteration of solution.
- Customer is more self-sufficient with its solution(s) and builds its own tribal knowledge.
- Customer advocates for Salesforce and is willing to attend or speak at Dreamforce.
- Customer realizes the benefits of its solution, such as cost reduction.
- There is a cultural shift and the role of IT changes to a service model.

Next steps

- Tend to the relationship to maintain the partnership.
- Find additional room for improvement to keep the evolution going.