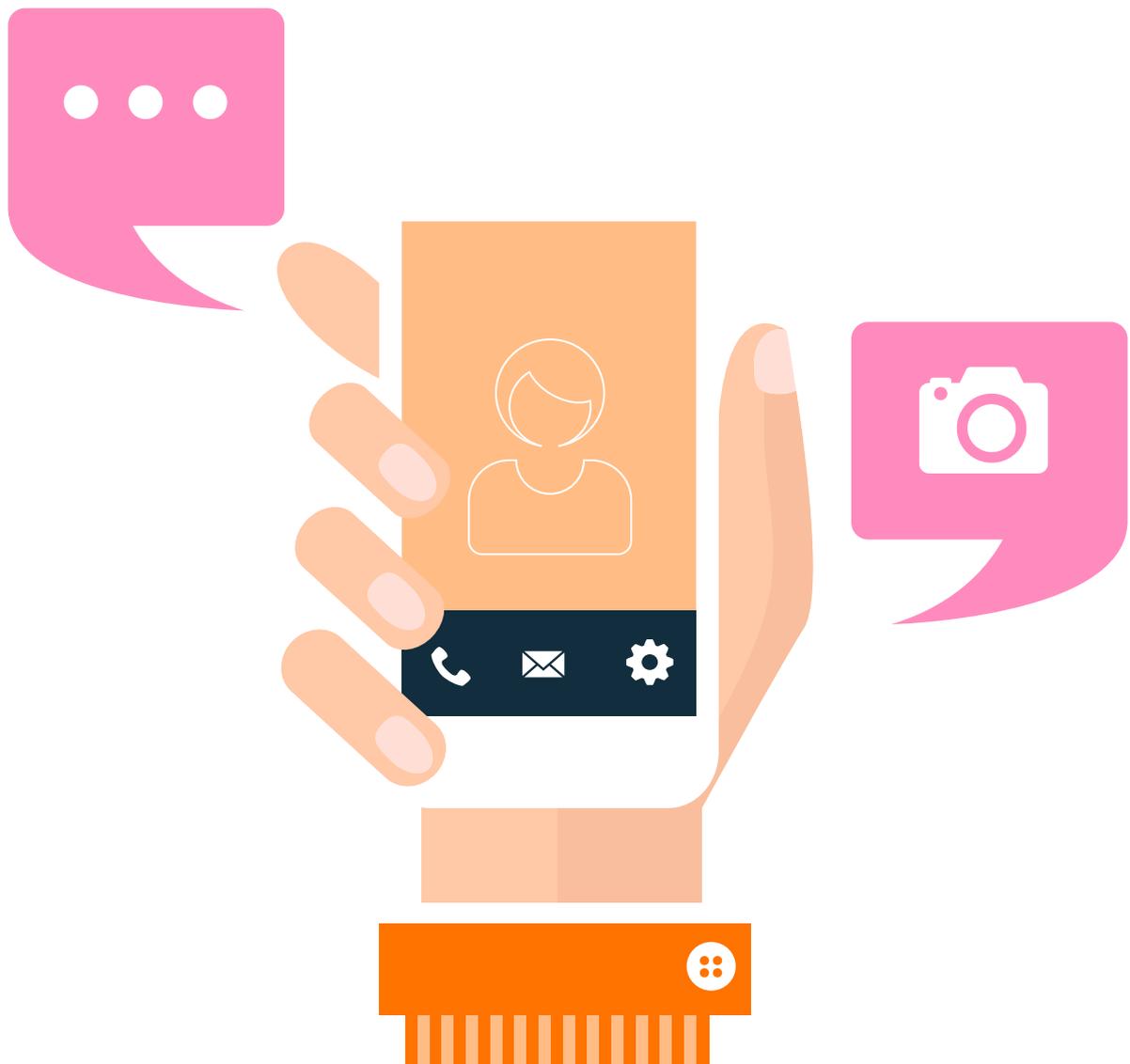


# A MOBILE FIRST APP ON SALESFORCE 1 PLATFORM FOR THE WORLD'S LARGEST ONLINE SALES COACH

A high performance Salesforce app for sales persons to stream training videos and manage training packages with ease

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## The Client

Sales ITV, the world's largest online sales training giant, based in Australia that focuses on delivering world-class sales training. The client has a proven sales coaching methodology and an interest in a user-friendly and responsive app, which helps in viewing and managing training videos.

## The Background

The client wanted a trustworthy and strategic partner to help manage and support the enhancement of their technology initiatives. The company was unsure of how to manage their technology requirements to support their fast growing business needs. In spite of having a strong desktop based site to suit their business purposes, they wanted to create an app that could manage all their training videos and customer activities effectively.

## The Task

- Building an all new mobile app exclusively for sales persons who attend online trainings and for admins who manage activities online.
- Enhancing the user experience of the app by increasing speed and performance.
- Making the app mobile responsive.
- Managing and displaying roles and functionalities pertaining to each kind of user (either admin or end-user)

## The Challenges

With their previous vendors, the client had experienced a range of issues that did not allow them to exploit the full range of their business potential. Some of the main concerns were:

- **Unfitted resources-** The client could not acquire the right talent to work on the app requirements. This affected the quality of deliverables.
- **Time constraints-** Due to the limitations with respect to time, the client wanted a solution to be implemented quickly, which is also highly scalable and affordable.
- **Compatibility issues-** The client also faced difficulty in overcoming compatibility issues between Visualforce pages.
- **Performance issues-** Another challenge was to enhance user experience, since user response was not scaling well due to the prolonged load time between Visualforce pages. This affected the performance of the app.
- **Architecture redesign-** To implement the changes effectively, the entire architecture had to undergo a revamp without tampering the client's workflow and business specific requirements.

## Why Suyati

Suyati's expertise in Salesforce technology and its unique skills in customizing the CRM applications and workflows of its clients, combined with powerful cloud proficiency has made us one of the most qualified partners of Salesforce.

- Suyati is a Salesforce AppExchange partner. By delivering cutting edge solutions, we help in mastering CRM efforts.
- Our application development expertise in Salesforce includes enterprise-wide applications, as well as Salesforce and AppExchange consultation.
- We are strong evangelists of Salesforce and Cloud.
- Our successful projects include extending Force.com platform for on-demand printing, AppExchange integration, ELAN integration and ExactTarget integration.

## The solution in a line

Implemented a Single Page App using Angular JS, and published the app in Salesforce AppExchange, which can be used by sales trainees to receive training videos and manage other training packages.

## How we handled it?

The workflow followed Agile methodology in a fixed bid engagement model, where the project was executed in multiple sprints. Demos were given to the client at each stage and executions happened during each sprint. We adopted an iterative approach to develop the app in multiple sprints without compromising the workflow.

The App also successfully cleared the exhaustive and detailed security check process of Salesforce to find a prominent place in the Salesforce AppExchange listing.

## Technology Involved

The app was built on Salesforce 1 Platform using Angular JS and HTML5. The Single Page App was well received by the client and the app users equally. Angular JS also helped in tackling the compatibility issues with Visualforce pages.

## Solution Highlights

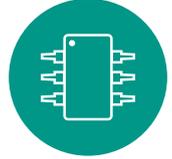
**01**

Redesigned the architecture of the app by strictly adhering to client's workflow and business specifications.



**02**

Facilitated seamless integration with third party sites.



**03**

Implemented responsive site design, which led to high performance of the app.



**04**

Suggested user-friendly changes to enhance user experience of the app.



**05**

Implemented the Single Page App concept to reduce load time.



**06**

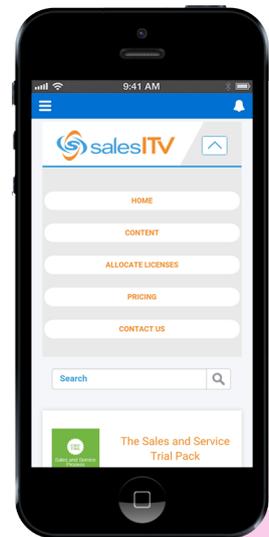
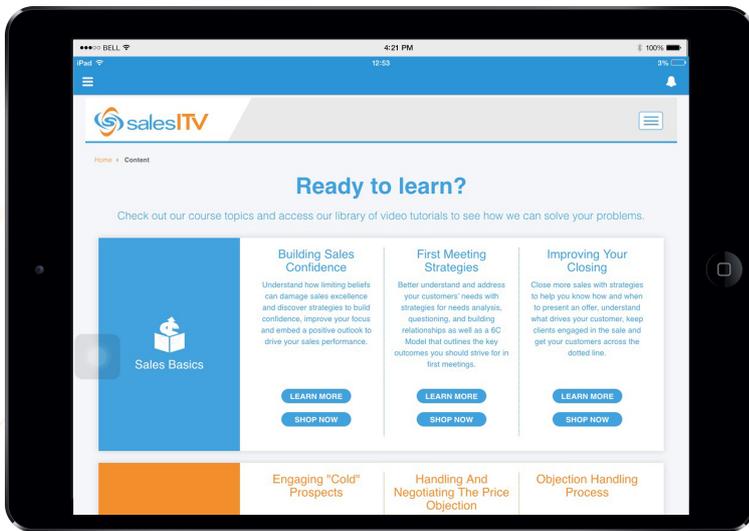
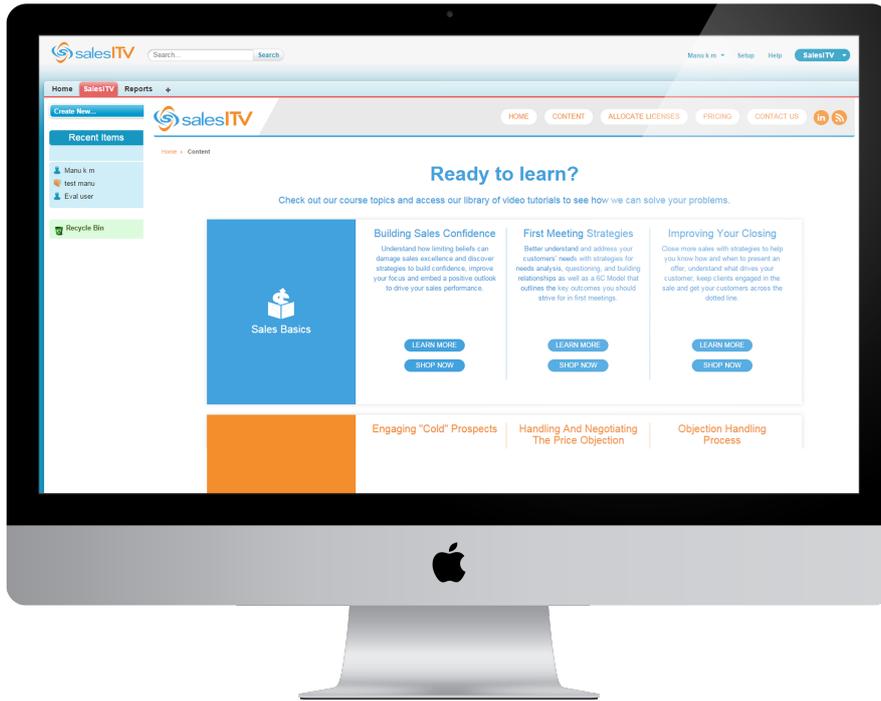
Provided a new screen for managing multiple video bundles. This improved the user experience.



## The Results

SalesITV for Salesforce is ranked as APAC's #1 Salesforce app and is widely acclaimed as the world's most innovative training solution app. The app has everything to turn your sales people into sales performers.





## Progress & Team Composition

Suyati's expert team comprised of 1 Architect (UI), 2 Developers, and 1 Business Analyst who also acted as Project Manager. The engagement was for a year. We continue to offer maintenance and support services to the client and the app users when required.

## What the client says

*"Suyati expertly managed the transition from our previous development partner and were up to speed in no time. Since taking over, they have delivered all product enhancements on schedule and in a more cost effective way. Their dexterity and knowledge of the Salesforce and Salesforce1 platforms have made them an invaluable partner to SalesITV".*

**- Aaron Sweetman**  
Co-founder, SalesITV

## About us

Suyati provides marketing technology and integration services for companies that wish to combine the best of breed solutions and create a unified approach to customer acquisition. This unified digital marketing approach requires system integration between various CMS and CRM platforms, and a slew of e-commerce, Marketing Automation, Social Media Listening, email and social marketing, and customer service systems. Our specialized knowledge in Salesforce, open source and .Net based systems enables us to build effective custom integrated solutions for our clients.

Suyati's custom technology solutions have been deployed in companies in the US, Western Europe and Australia, and have helped many enterprises leverage the web/cloud/mobile technologies to acquire customers through integrated digital marketing. Suyati is based in Chicago with product engineering capability out of the US and India.

To learn more visit:  
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