

Cloud migration... A world of opportunities

February 2013



A personal story

Back in the 90's, and before...



Working side by side

Dream, Do, Enjoy

Implement simple solutions
to deliver immediate value



Then things became more and
more complex...

20 years in «traditional» IT



Partner at iKe Consulting - Salesforce.com & CRM
Senior Consultant
Luxembourg | Information Technology and Services

Managed increasingly complex projects

*from very small projects
to projects involving 20 consultants over many years*

Focus on delivery and users needs satisfaction

iKe Consulting

Privately Held; 11-50 employees; Information Technology and Services industry
July 2010 – Present (2 years 5 months)

Salesforce.com & CRM Senior Consultant iKe Consulting

Privately Held; 11-50 employees; Information Technology and Services industry
July 2010 – Present (2 years 5 months)

I help companies to get the most of their CRM
Customer relationship management
enterprise, ...

**BUT «There is something wrong...»
even using agile project management**

salesforce.com and force.com since 2008

salesforce™



Created 13 years ago :

- a CRM Software
- based on subscription
- multitenant architecture (scalability)



Now :

- an enterprise platform
- *1st cloud company to reach 3 B\$ revenue in 2012 (target 2015 is 8 B\$)*
- 2 years in a row best innovators (Forbes)
- Fastest growing software company (in the 10 biggest)
- 110000 clients, 400mio transaction per day



How To Stash More Cash



Billionaire Passions & Pursuits



Ru Va

Are You a British Expat in Luxembourg?
Expert UK Pension Transfer Advice

World's Most Innovative Companies

Forbes 400 Richest Americans

The World's Billionaires

The World's Most Innovative Companies

[« Most Innovative Companies Home](#) | [Methodology](#)



Free Issue >

+more

OTHER LISTS

World's Billionaires

World's Most Powerful People

Forbes 400 Richest Americans

World's Leading Public Companies

World's Most Powerful Women

BROWSE THE LIST

Rank ▲	Company	5-Year Avg. Sales Growth (%)	5-Year Avg. Net Income Growth (%)	Enterprise Value (\$bil)	Innovation Premium*
1	Salesforce.com	39.5	78.7	20.7	75.1
2	Amazon.com	32.0	37.6	92.7	58.9
3	Intuitive Surgical	43.4	36.4	13.4	57.6
4	Tencent Holdings	69.0	75.4	46.5	52.3
5	Apple	35.1	60.7	303.4	48.2

salesforce sales cloud



salesforce service cloud



salesforce marketing cloud



Instance	Current Status	03/11/12
AP0 (Japan)	✓	✓
AP1 (APAC)	✓	✓
EU0 (EMEA)	✓	✓
EU1	✓	✓
NA0 (SSL)	✓	✓
NA1	✓	✓
NA2	✓	✓
NA3	✓	✓

salesforce 12 Search People, Jobs, News... Search

Search Franklin Help & Training Sales

Home Chatter Profile Groups Files Leads Accounts Contacts Opportunities Reports Dashboards Products Forecasts +

Expand All Collapse All

Quick Find

Force.com Home

System Overview **New!**

Personal Setup

- My Personal Information
- Email
- Import
- Desktop Integration

Permission Set Managers

Find Settings... Clone Delete Edit Properties

Permission Set Overview Assigned Users


Description	API Name	Managers
User License	Salesforce	Namespace Profile
Created By	Search Franklin, 3/14/2012 9:54 AM	Last Modified By
		Search Franklin, 3/14/2012 9:54 AM

Apps

The screenshot displays the Salesforce Schema Builder application. On the left, a sidebar lists various Salesforce objects such as Account, Contact, Opportunity, and Product. The main workspace shows a diagram of these objects and their relationships, with lines connecting them. On the right, a sidebar contains a 'Tools' panel with options like 'Save', 'Save As', 'Palette', 'Resources', 'Draft Tools', and 'User Interface'. The top of the interface shows the Salesforce logo and navigation links.

The screenshot shows the Salesforce Flow Designer (BETA) interface. The top navigation bar includes the Salesforce logo, a search bar, and user options like 'Admin User' and 'Help & T...'. The main title is 'Car Insurance Quote Flow'. Below the title is a toolbar with buttons: 'Save', 'Save As', 'Close', 'Undo', 'Redo', 'Flow Properties', and 'Run'. The left sidebar has a 'Palette' tab selected, showing a list of elements categorized under 'DRAFT TOOLS', 'USER INTERFACE', 'LOGIC', and 'DATA'. The 'USER INTERFACE' category is expanded, showing 'Screen' and 'Decision' elements. The 'Screen' element is selected, and its properties are shown on the right. The canvas displays a flow diagram with two screen components: 'Screen: Car Quote: Car Details' and 'Screen: Car Quote: Personal Info', connected by a flow line.

```
1 HTTP/1.1 200 OK
2 Date:
3 Wed, 14 Mar 2012 21:21:53 GMT
4 Content-Length:
5 1475
6 Content-Type:
7 application/json; charset=utf-8
8 Connection:
9 close
10 Server:
11
12 {
13   "totalSize": 7,
14   "done": true,
15   "records":
16     [
17       {
18         "id": "01234567890123456789012345678901",
19         "name": "Test Record",
20         "description": "This is a test record created via API.",
21         "created": "2012-03-14T21:21:53Z",
22         "lastModifiedDate": "2012-03-14T21:21:53Z",
23         "systemModstamp": "2012-03-14T21:21:53Z",
24         "isActive": true
25       }
26     ]
27 }
```



totalSize: 7,
done: true,
records:
[
 {
 "id": "01234567890123456789012345678901",
 "name": "Test Record",
 "description": "This is a test record created via API.",
 "created": "2012-03-14T21:21:53Z",
 "lastModifiedDate": "2012-03-14T21:21:53Z",
 "systemModstamp": "2012-03-14T21:21:53Z",
 "isActive": true
 }
]

Search Reports 42

Home Files Getting Started

Create New Report

Select Report Type

- Accounts & Contacts
- Activities
- Campaigns
- Events and Events
- Leads
- Opportunities
- Partners
- Products
- Sales
- Service
- Users
- Vendors
- Web Sites
- Workflows

Preview

Activities Report

Account	Contact	Email	Meeting	UNPAID	TOTAL
John Smith	25	15	7	1	47
Jane Smith	37	22	4		63
Tom Thompson	15	8	9		32
Grand Total	87	46	20		142

The screenshot shows a web browser window on the left and a mobile phone on the right. The browser window displays a contact list with the following HTML code:

```

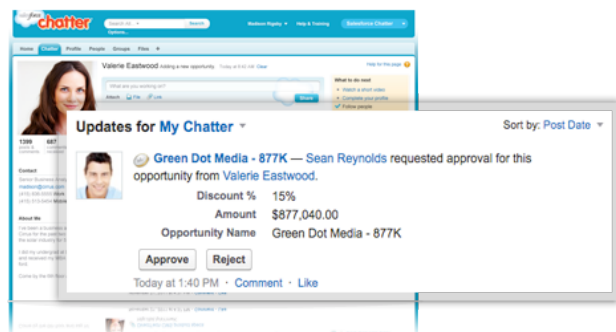
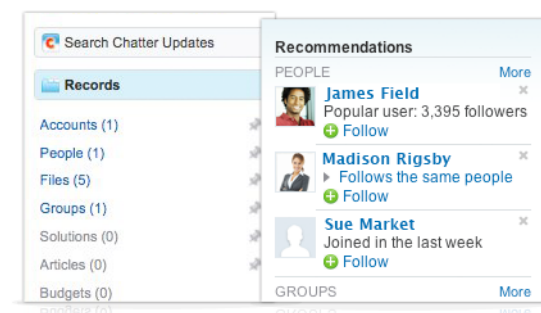
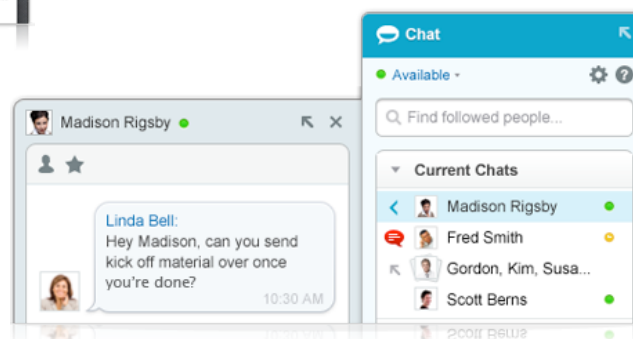
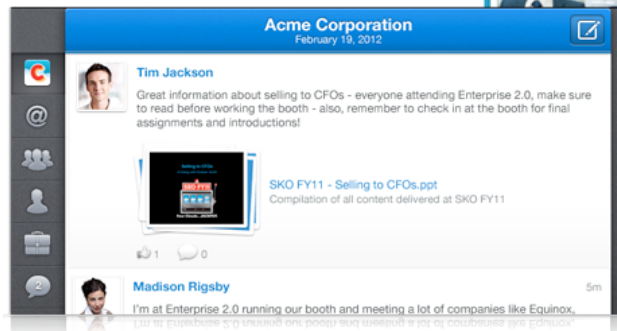
1 <apex:page showHeader="false" standardStyle="true"
2 cache="false" doctype="html-5.0"
3 <apex:
4 <c:Page name="listPage" back="true" ti
5 <c:Header >
6 <h1>My Header</h1>
7 </c:Header>
8 <c:Content >
9 <c:List
10 object="Contact"
11 labelField="Name"
12 sublabelField="Acco
13 sortByField="First
14 filter="over"
15 listFilter="true"
16 nextPage="#detail"
17 </c:Content>

```

The mobile phone displays a contact list with the following contacts:

- Torin, Louise
- Wah, Claude
- Starrs, Edward
- Good, Mary
- James, Howard
- Anderson, Grant
- Morita, Mark





Sales
Drive business with partners

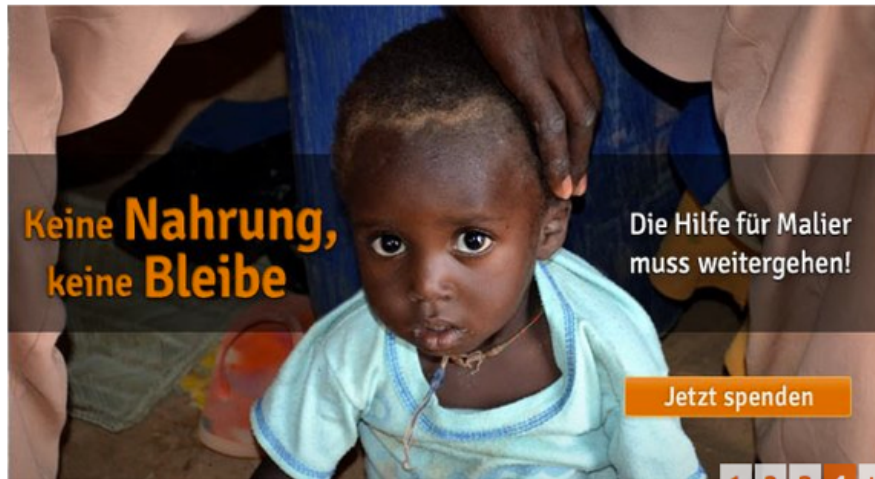
Service
Deliver world-class service

Marketing
Build brand advocacy





Sie sind hier: Start



Jetzt spenden

Die Hilfe für Malier muss weitergehen!

150.000 Flüchtlinge in den Nachbarländern, die sich noch nicht von der Dürreperiode erholt haben, müssen versorgt werden. » weiter

SNELLFINDER PROJEKTE

Region wählen ...

Thema wählen ...



PROJEKTE



Wasserversorgung in Äthiopien

Horn von Afrika: CARE hilft den Menschen in Oromia, Äthiopien mit Trinkwasser- und Gesundheitsversorgung » weiter

AKTIONEN / EVENTS



La digité humaine : Une notion dépassée ?

La conférence de CARE avec Prof. Jean-Paul Lehnners ouvre un débat aux experts des ressources... » weiter

PRESS



Finan 2,7 M zu an Nach Finan könnten zusätzliche Ersparnisse von 117...

Aide d'urgence internationale et lutte contre la pauvreté dans le monde



So können Sie helfen:

80 € kostet ein Überlebenspaket für eine sechsköpfige Familie.

+ Spendenkonto

Jetzt spenden: dauerhaft > einmalig >

CARE eNews abonnieren:

Ihre E-Mail Adresse

CARE im Social Web:



Les colis Care (1945) :

- une livre de boeuf avec bouillon
- une livre de bifteck et de reins
- 8 onces de pâté de foie
- 8 onces de boeuf salé en canne
- 12 onces de pain de viande (genre Spam®)
- 8 onces de bacon
- 2 livres de margarine
- une livre de lard
- une livre de conserve de fruits
- une livre de miel
- une livre de raisins séchés
- une livre de chocolat
- 2 livres de sucre
- 8 onces d'oeuf en poudre



Video: I am a humanitarian Aid Worker

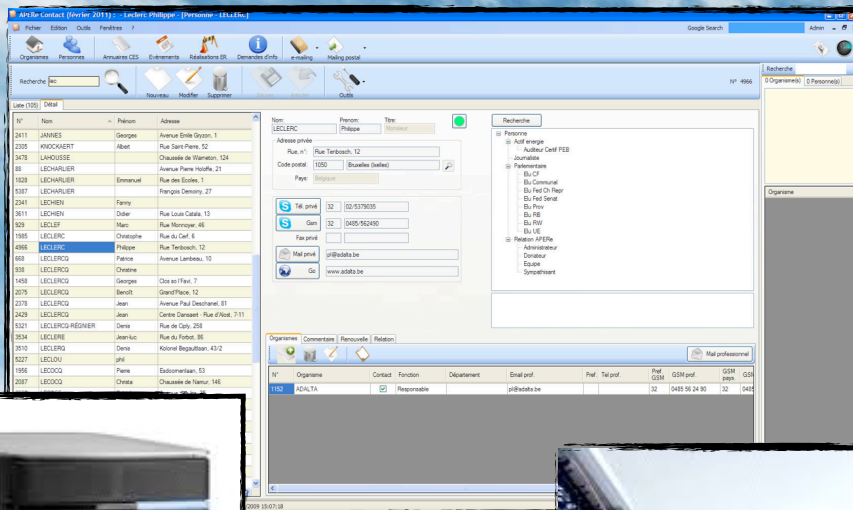
Care Luxembourg :

- Depuis 2008
- 2 employés à plein temps (3 maintenant)
- 405.000 personnes aidées (2011)
- Une trentaine de projets

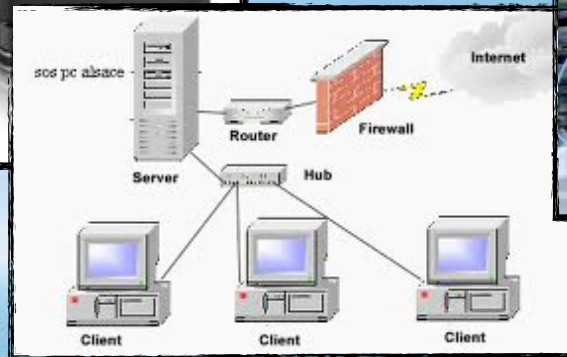


Les besoins

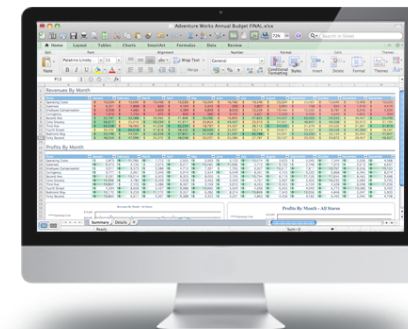
- Gérer les dons et leurs affectations (*traçabilité, lien avec multiline*)
- Communiquer avec les donateurs, membres et partenaires
- Campagnes de collecte de dons et événements (web, mailings, etc)
- Gérer le statut des projets
- Utilisateurs 'temporaires' (campagnes) et 'distants' (fiduciaire)



- Coûts initiaux
- Délai de mise en oeuvre
- Coûts de maintenance
- Coûts de mises à jour ?



La réalité => projet non viable, solution ad hoc





salesforce
foundation

www.salesforcefoundation.org/allstories

salesforce foundation

ABOUT US GET STARTED With Salesforce CRM CUSTOMER STORIES HELP LOGIN Search

For Sales, 1-800-NOSOFTWARE | Contact Me

All Stories

Higher Ed

Human Services

Other Stories

Upcoming Events

National Technology Conference '13

April 11, 2013


Latest Videos

▶ UTurn, harnessing the power of Salesforce CRM to help uplift street people in Africa.

▶ Salesforce for Higher Education

▶ Making the roster with Playworks and Salesforce.com Foundation


All Stories




Goodwill

Salesforce CRM makes donor management more effective at Goodwill Industries.

[View Story »](#)






Algonquin College

Algonquin College galvanizes student recruiting with Salesforce


[View Story »](#)



American Red Cross

American Red Cross and need created by disasters


[View Story »](#)



Ashoka

Ashoka rolls out a global time and at 1/2 the cost with

[View Story »](#)



Awana

Awana seamlessly integrates Salesforce CRM with JD Edwards and extends its functionality on Force.com

[View Story »](#)

Share

f

Twitter

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✉

the 1/1/1 model

- 1% of equity
- 1% of employee time
- 1% of product

Salesforce foundation grant for non profit organizations :

- *10 licenses Sales Cloud enterprise edition*

List price value 135€ per user per month

Nota : For the care project

only force.com licenses would have been needed (54€ pupm)

Just do it !

salesforce 13

Home Accounts Contacts Donation Buckets **Projects** Operation Payments Reports

Create New... All Edit Delete Create New View

Shortcut

Unresolved Items

Recent Items

- Dakcheung
- Haiti Cholera 1
- Haiti Femmes
- Guatemala
- P-000087294
- ID-000039065
- ID-000047905
- ID-000039064
- P-000078453
- P-000078454

Recycle Bin

New Project Change Owner Calculate Projects Fun

Action	Name	Project Year
<input type="checkbox"/> Edit Del	Haiti Cholera 1	2011
<input type="checkbox"/> Edit Del	Haiti Femmes	2011
<input type="checkbox"/> Edit Del	Haiti HH	2010
<input type="checkbox"/> Edit Del	Japan	2011
<input type="checkbox"/> Edit Del	Kenia	2012
<input type="checkbox"/> Edit Del	Kenia Bildung	2008
<input type="checkbox"/> Edit Del	Kenia Bildung	2009
<input type="checkbox"/> Edit Del	Kenia Bildung	2011
<input type="checkbox"/> Edit Del	Kenia Wash	2009
<input type="checkbox"/> Edit Del	Kenia Wash	2008
<input type="checkbox"/> Edit Del	LAOS	2009
<input type="checkbox"/> Edit Del	LAOS	2010
<input type="checkbox"/> Edit Del	LAOS Femmes	2010
<input type="checkbox"/> Edit Del	Laos Prevention	2011
<input type="checkbox"/> Edit Del	Laos Sakong	2011
<input type="checkbox"/> Edit Del	Mail	2011
<input type="checkbox"/> Edit Del	Myanmar	2011
<input type="checkbox"/> Edit Del	NIGER	2011

1-60 of 60 0 Selected

salesforce 13

Home Accounts **Contacts** Donation Buckets Projects Operation Payments Reports

Create New... Herr

Shortcut

Unresolved Items

Recent Items

- Dakcheung
- Haiti Cholera 1
- Haiti Femmes
- Guatemala
- P-000087294
- ID-000039065
- ID-000047905
- ID-000039064

Recycle Bin

Contact Detail

Name Title Formule de Politesse

Account Name Imported Donor Number Donor Number Inactive Inactive

Contact Information

Address Information

Donor Information

Additional Information

Initial Import Fields

System Information

Custom Links

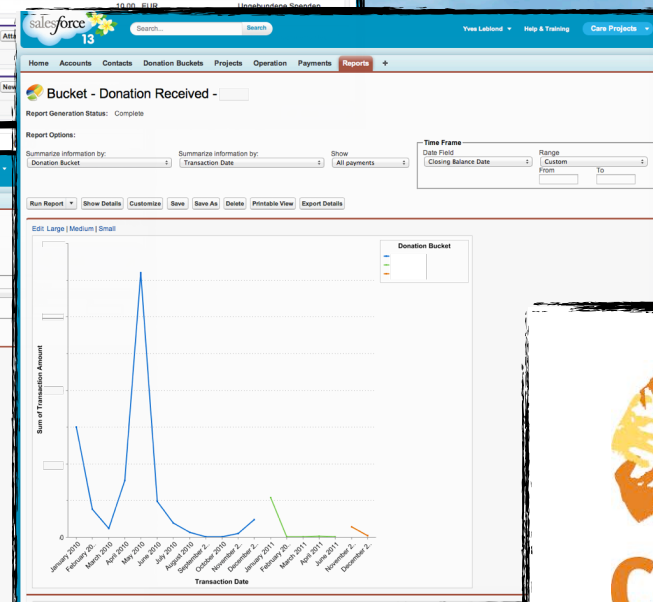
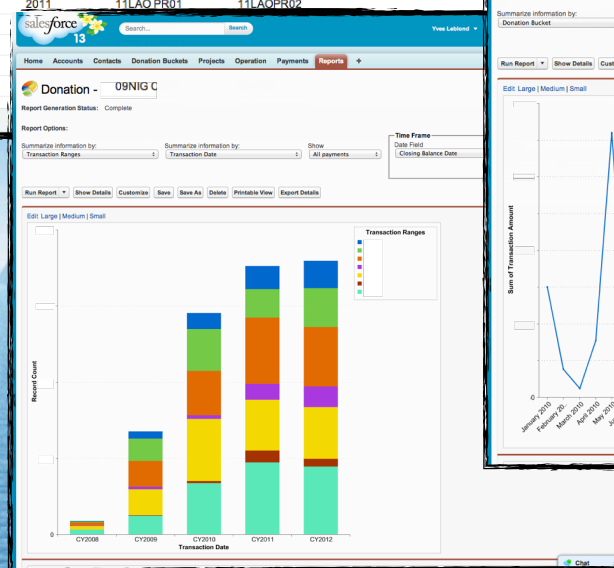
Google Search Google Maps Send Email

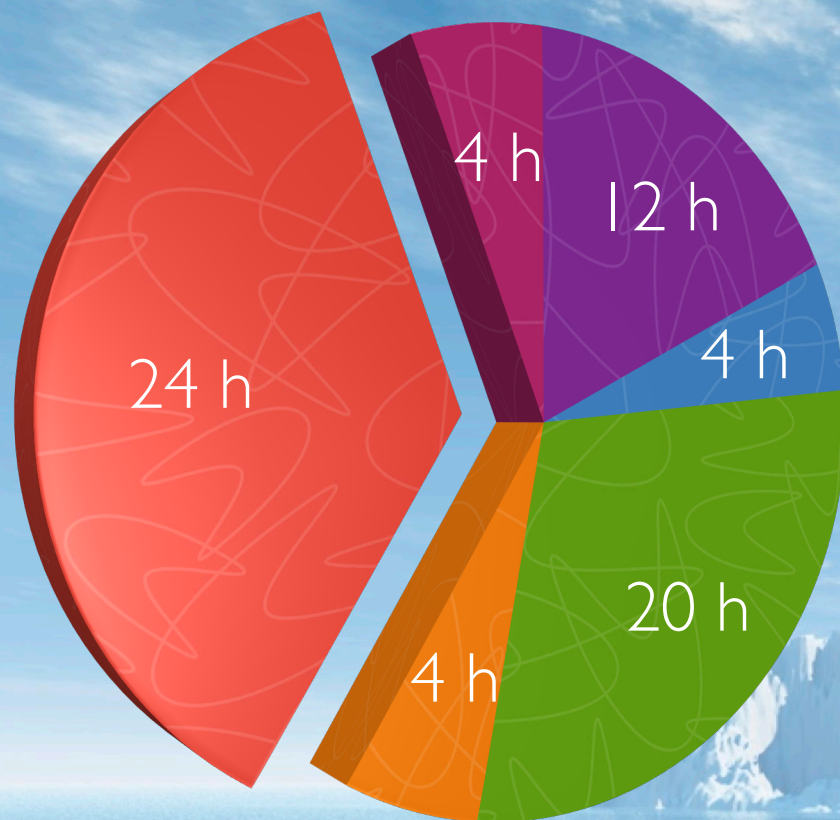
Payments

Action	Ref.	Transaction Date	Transaction Type	Transaction Amount	Transaction Currency	Donation Bucket
<input type="checkbox"/> Edit Del	P-000075088	30/11/2012	Donation	10.00	EUR	Unabundante Spenden
<input type="checkbox"/> Edit Del	P-000087284	30/11/2012	Income	10.00	EUR	Unabundante Spenden
<input type="checkbox"/> Edit Del	P-000075087	22/12/2011	Donation	10.00	EUR	Unabundante Spenden

Notes & Attachments

Open Activities





Travaux de réalisation *en heures*

- Workshop et suivi
- Setup initial
- Travaux spécifiques
- Formation
- Import de données historiques
- Intégration Multiline

Traditional, on site

salesforce



first users active



project team



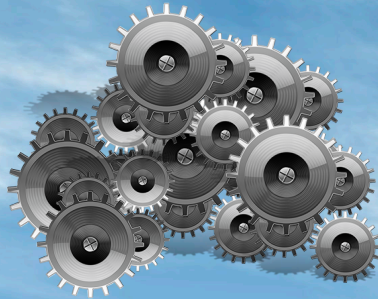
project length (first part)



infrastructure set up



Traditional, On premise



administration, monitoring



custom implementation/development



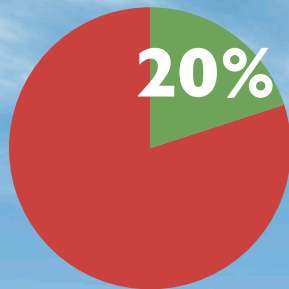
change requests, evolutions



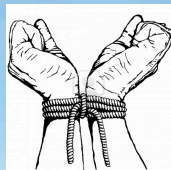
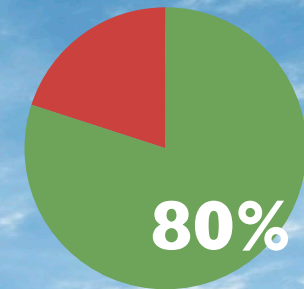
infrastructure cost (maintenance...)



Traditional, on site



Time and effort spent on business targets, not on technology



project agility - budget flexibility



user satisfaction

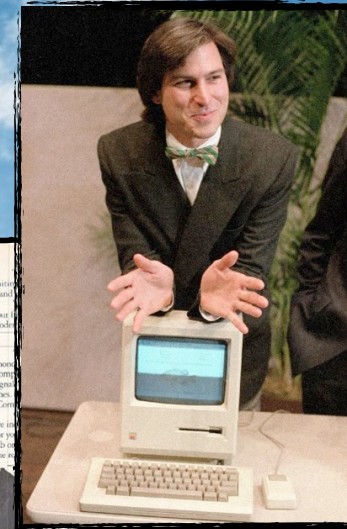


A personal story

Welcome in the cloud !

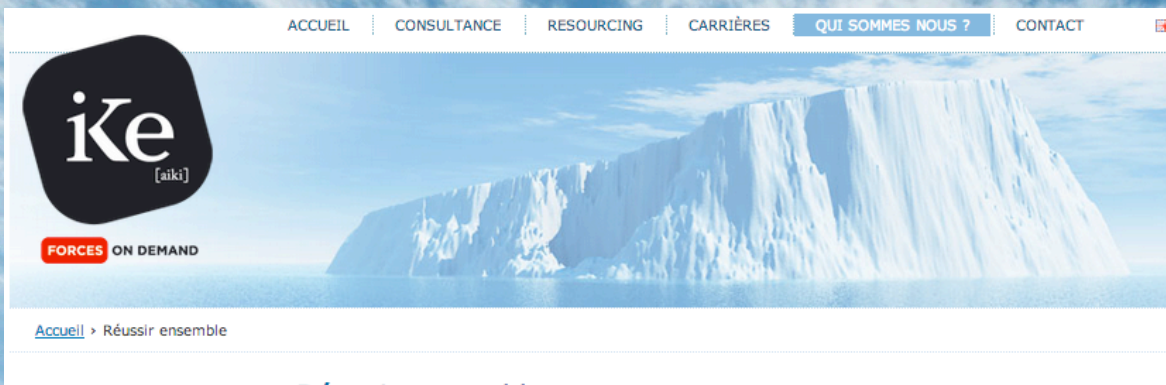


Working side by side, **again** !



Implement great solutions to deliver immediate value

Dream, Do, Enjoy



Our Vision :

«We believe that in a **fast moving** world where IT will be a **shared commodity**, companies need specialized talents and solutions **ready to add value** to the business.»

[Lire la suite...](#)

[Lire la suite...](#)

[19 mai 2011 : iKe était "Platinum Partner" de l'événement IT de l'année : golden-i 2011](#)



[iKe Consult
"Soirée Rec
ITNation" d
Tramsschap](#)

Le 4
octobre
2011 s'est
tenu la
troisième
soirée

**SOIRÉE
RECRUTEMENT**
by ITnation

Recrutement IT by ITnation au
Tramsschapp.

www.ike.lu



www.care.lu



HOME ÜBER CARE PROJEKTE SPENDEN AKTUELLES PRESSE MITARBEIT MEDIATHEK PARTNER KONTAKT DAYCARE



Sie sind hier: Start / Français / Le don en ligne

Datenschutz | Impressum | Sitemap | FAQ

Qui sommes-nous?

Intitulé des projets

Contactez-nous

Mentions légales

Le don en ligne

Digicash

Faire un don

Faire un don regulier

Aider avec un testament

Aider en tant qu'entreprise

SCHELLFINDER PROJEKTE

Region wählen ...

Thema wählen ...

Faire un don



I CARE

... parce que chaque don est précieux.
Soutenez les projets CARE dans le monde entier.

» Faire un don en ligne.

Faire un don regulier

CARE-Parrain



Projets d'enfants

I CARE

... parce qu'on a besoin de moi! Prenez
les enfants en détresse par la main.

» Faire un don régulier.

**Votre don fait
la différence.**

Faire un don >

**Nouveau! Faites un
don en quelques
secondes avec votre
smartphone.**



CARE-Frënn

CARE-Frënn



Hëllef dei ukënn

Als CARE-Frënn helfen Sie den CARE -
Helfern von Luxemburg aus. » Willkommen

Aider en tant que entreprise



MIT SOZIALEM ENGAGEMENT ÜBERZEUGEN
CARE: the global Partner for Corporate Social Responsibility

Responsabilité sociale des entreprises(RSE)
et partenariat - » Ainsi vous pouvez
soutenir CARE en tant que entreprise.

Comptes pour dons

Pour votre don les comptes
suivants sont à votre
disposition:

CARE in Luxemburg a.s.b.l.

BIC: BCEELULL
IBAN: LU85 0019 2955 6050
3000

BIC: CCPLLULL
IBAN: LU28 1111 2588 1923