



CATTLE DOG DIGITAL // SOLUTION BRIEF

How PeopleStreme Integrated and Automated an End-to-End Customer Journey.

BACKGROUND.

PeopleStreme required a long-term partner to rectify multiple technical hangovers that were limiting the effectiveness of their Salesforce solution which was also impacting their ROI. The business was also going through an acquisition process which required data preparation and consolidation. The impact of the technical debt was widespread; including minimising sales teams ability to sell, reducing trust in pricing functionality, and limiting visibility into critical business reports.



COMPANY PROFILE.

Location: Melbourne, VIC, Australia

Size: 100+ Employees

Industry: High-Tech & HR Solutions

Solutions: Pardot, Salesforce Sales Cloud, FinancialForce,

Go Live Date: January 2019

PeopleStreme's Transformation Journey and Outcomes.

THE SOLUTION.

Cattle Dog Digital established a long-term direct relationship with key stakeholders within PeopleStreme in an agile and collaborative engagement, to rapidly deliver core functionality with the highest ROI. Cattle Dog Digital continues to partner today with PeopleStreme on their transformation journey.

TECHSTACK AND BUSINESS SOLUTIONS.

- Salesforce CPQ
- FinancialForce Accounting
- FinancialForce Billing Central
- Professional Service Automation
- Revenue Recognition and ERP
- Pardot Accelerate
- Pardot Campaign Insights
- Salesforce platform strategy
- Salesforce architecture enhancement
- Governance best practice standardisation



FINANCIALFORCE

OUTCOMES.

- Exponential process improvements
- Streamlined ERP and financial reporting through FinancialForce Accounting
- Improved insights through Einstein Analytics Reporting
- Closed the loop with Marketing Automation; Pardot bringing insights into view

ONGOING SUPPORT.

Cattle Dog Digital continues to support the overall technical architecture for PeopleStreme and are now working closely with the Ascender centre of excellence (Salesforce) on the PeopleStreme functionality to drive increased ROI.

"We have a 360 degree view of all of our customers. From the very, very beginnings of their origin with us as a lead, all the way through to their renewal as a customer now."

**Fionn O'Keeffe
CFO, PeopleStreme**



ABOUT CATTLE DOG DIGITAL.

Cattle Dog Digital provides full-funnel architecture solutions for innovative businesses. Together with the world's top technologies, Cattle Dog Digital delivers measurable business outcomes from marketing to financials using agile delivery and a best practice governance model.

To learn more, visit: www.cattledogdigital.io