



CATTLE DOG DIGITAL // SOLUTION BRIEF

How Melbourne Market Authority Simplified Processes by Moving from Five Systems to One.

BACKGROUND.

Melbourne Market Authority (MMA) had several legacy complex systems that simply didn't talk to each other. This created a situation with multiple data silos and many disconnected manual processes for everything from invoicing to bank reconciliation. The impact of the fact MMA's data was spread over multiple systems constrained the ability to identify strategic opportunities and also gain important operational insights from business reports. The disconnected data and processes also led to inefficient operational workflows and customer interactions.



COMPANY PROFILE.

Location: Epping, VIC, Australia

Size: 100+ Employees

Industry: Government
Administration

Solutions: Salesforce Sales Cloud &
Service Cloud, FinancialForce

Go Live Date: March 2020

Melbourne Market Authority's Transformation Journey and Outcomes.

THE SOLUTION.

Cattle Dog Digital completed a deep dive analysis and crafted the design of the overall solution architecture. Following the analyse and design phase, the team partnered with MMA to collaboratively prioritise the scope of the build phase and completed this using Cattle Dog Digital's agile delivery methodology.

TECHSTACK AND BUSINESS SOLUTIONS.

- Salesforce Sales Cloud
- Salesforce Service Cloud
- Salesforce Community Cloud
- FinancialForce Billing Central
- FinancialForce Revenue Management
- FinancialForce Accounting
- Salesforce platform strategy
- Salesforce architecture enhancement
- Governance best practice standardisation



FINANCIALFORCE

OUTCOMES.

- Redesigned processes
- Efficient delivery of digital statements for customers
- Automated banking statements and work orders, reducing human error and manual input
- Established the single source of truth (from five siloed systems to one platform) on Salesforce

ONGOING SUPPORT.

Cattle Dog has since become the incumbent partner for Melbourne Market Authority, providing both Salesforce and FinancialForce expertise.

"The Melbourne Market Authority is a wonderful place that has a state of the art facility and now we have a state of the art software solution that goes along with it."

Harry Battal
CFO, Melbourne Market Authority



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