

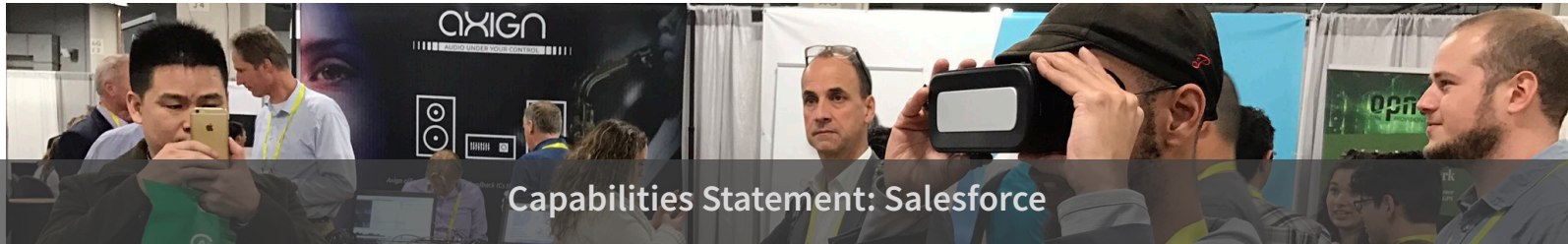


# Mindboard

Leading the curve in modernization of today's enterprises



MBE/DBE: CA, FL, GA, MA, MD, NY, OR, PA, SC, VA, VT  
 NAICS: 541512, 541511, 541513, 541519, 541611, 541612, 541613  
 PSC: D308, D399, R425, D302, D306, D301, D314, D310, R799, R699, R799, R703, R699, B524, R422



## Capabilities Statement: Salesforce

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Established in 2011, Mindboard is an enterprise modernization firm specializing in assisting clients to improve their operations across corporate functional areas. Mindboard's technology strategy streamlines implementation through strategic assessments, risk analysis, engaging best practices in user experience, and leveraging focused technology product lines for the best outcomes.

### Past Performance

Our past experience includes work with:

- Verizon Enterprise Services
- America Online

### Other Products

Mindboard's product implementations have used state-of-the-art technologies in computer vision, artificial intelligence, and machine/deep learning. These specialized solutions offer security, scalability, and low upfront and on-going costs.

- Other Mindboard products include:
- 0-footprint BI/Analytics Engine
  - Audio/Video/Media Rating Engine
  - Integrated Case Management Solutions
  - Business/Technology Strategic Planning
  - Business process Re-Engineering

Mindboard utilizes other COTS and open-source platforms according to project/client need.

### Our Core Competencies

Mindboard is a management and IT professional consulting services firm providing expertise in Salesforce migrations including data quality analysis, technology assessments, Salesforce Lightning UI Design, and client-specific Salesforce CRM extensions.. Our team of Salesforce architects and developers position our clients for success through streamlining process and data for the best ROI.

#### Technology Assessment

Systems Analysis;  
Requirements Gathering;  
System/Process Mapping;  
Testing/UAT; Deployment/  
Post-Deployment Support

#### Salesforce Lightning

UI Design; Component Mapping;  
Component Design/  
Implementation; Automation  
Scripting

#### Data Quality

Comparative analysis; Content  
Mapping; Parallel Testing;  
Information Architecture;  
Content Management  
Integrations

### Our Differentiators

Mindboard's three-dimensional methodology (People, Process, and Technology - PTT) develops an understanding of each of the functional elements within any ecosystem. Our customer relationship management approach leverages extensive Salesforce experience both developer and administrator capacities to maximize user adoption, technical resources, and business investment. Our Salesforce methodologies include AGILE project management and development expertise in order to identify and design for improved efficiency during the project and after implementation.

### Our Capabilities

#### Quote-to-Cash Implementations

Architect and implement Quote-to-Cash (QTC) solutions; including dynamic pricing models, optimized contracts management systems and improved revenue management systems

#### Salesforce Lightning

Migrating components from competing CRMs; data analysis; design analysis; business rule generation and testing; UAT; post-development support

#### Technology Assessment

In-depth analysis of legacy systems; identify areas for upgrades, re-customization, configuration optimization, user adoption, and systems enhancement

#### Data Quality Enhancement

Envision & implement frameworks for improving data quality in systems and integration to other systems - ERP, CRM etc.; best practices in data-transformation techniques

#### White-papers / Case-studies

<https://medium.com/mindboard>