

# Customer Success Story

## CUSTOMER SIZE:

1000+

## INDUSTRY VERTICAL:

High-Tech

## SALESFORCE PRODUCTS:

Sales Cloud  
Service Cloud  
Tableau

## INTEGRATIONS:

Slack  
Jira  
Prodpad  
Live Agent  
Zen desk

## SALESFORCE LICENSES:

500+

## ENGAGEMENT LENGTH:

1Yr+

## Salesforce Org Merge - Merge Business Process and Existing Salesforce Orgs



Autodesk, Inc. is an American multinational software corporation that makes software products and services for the architecture, engineering, construction, manufacturing, media, education, and entertainment industries.

**Original Challenge** Autodesk was growing rapidly and has acquired 3 different subsidiaries. 2 of them already had salesforce for their CRM and one was using a different tool. They wanted to merge all those 3 instances into 1 for both Sales and Service division and then integrate with the Main Autodesk Salesforce org.

**Outcome #1** Improved Data Visibility + Fast Deal Closing  
Autodesk is now able to share the customers and their relevant opportunities between their salesforce instances to avoid people working in Siloes. It also reduced the deal closing time due to increased visibility and coordination between teams.

**Outcome #2** Improved Customer Support and reduced SLA  
Different support processed from those 3 orgs were merged into 1 single org thereby creating a unified Autodesk Customer service experience for users. And also, overall after utilizing the amazing features of Service cloud, overall SLA has been improvised along with CSAT.

**Outcome #3** Seamless Integrations and improvised CRM  
Autodesk has been able to utilize all their integrations with this new org merge as well thereby ensuring that all the business process were standardized ensuring the future scalability and upcoming acquisitions.