

# Customer Success Story

## CUSTOMER SIZE:

11 – 50

## INDUSTRY VERTICAL:

Non-profit Education

## SALESFORCE PRODUCTS:

Sales Cloud

Experience Cloud

## SERVICES:

SF Admin Support

Custom Development

Strategic Advisory

## ENGAGEMENT LENGTH:

It's a support package with  
360 hrs. per year Support

## BTNY's Success with DynPro and Salesforce Integration



### Original Challenge

Breakthrough New York (BTNY), a nonprofit, aimed to guide talented kids from low-income backgrounds toward success. Founded in 1999, they provided educational support from middle school to college and careers. DynPro, a Salesforce partner, stepped in to assist BTNY in overcoming challenges.

BTNY encountered challenges with data accuracy and integration between Form Assembly and Salesforce. They needed to update key fields in Salesforce for better reporting accuracy while also addressing issues with Form Assembly submissions not reflecting in Salesforce.

### Outcome #1

#### Integrating for Engagement

DynPro introduced new fields, updated logic, and aligned layouts, enabling BTNY to make informed decisions based on accurate student performance data. DynPro integrated Mailchimp with Salesforce, enhancing BTNY's community engagement through targeted outreach and improved communication.

### Outcome #2

#### The Impact: A Transformed Journey

DynPro resolved connector discrepancies, ensuring accurate application statuses and a streamlined application process. With our solutions and Salesforce integration, BTNY could focus on nurturing future leaders while overcoming technical obstacles. This collaboration showcases the positive impact of technology in uplifting communities and changing lives.