CalendarAnything Implementation:
MindWize

"We are very satisfied with the skilled helpdesk, which has helped us greatly with setting up CalendarAnything. They are able to quickly understand our needs and help us face the challenges of transforming our business requirements into CalendarAnything, resulting into a faster user adoption within our organization."

The Client

Mindwize combines data, innovation, and 25+ years of experience to create impactful campaigns for nonprofit organizations in the Netherlands. They engage with and motivate audiences by tailoring solutions to maximize fundraising activities, enhance brands, and help achieve goals.

Using Salesforce as their workflow management platform, MindWize creates, manages, and executes custom client campaigns.

Visibility becomes a necessity

MindWize needed the ability to quickly and efficiently get a high-level view of work in progress across their organization. They had no way to see what various roles or departments were focused on from day to day, which meant they lacked visibility into which development stage they were in for any given project. On top of that, they also needed a solution that made it easy to shift timelines when client needs changed.

The standard Salesforce calendar provided them with the basics, but with custom objects for actions and a robust project backlog, MindWize wanted more functionality — and a solution compatible with Salesforce.

A tailored approach to timelines

Upon consulting AppExchange, MindWize discovered CalendarAnything — and a transcontinental engagement with Silverline began.

Silverline designed a custom implementation of CalendarAnything that allows MindWize to view standard calendar items from Salesforce and custom calendar items created just for MindWize.

Drag-and-drop functionality was included to make it easier to adjust to shifting client priorities and deadlines.

Improved user adoption

Once clear requirements were in place, it took roughly two months to implement CalendarAnything.

"With the tools CalendarAnything is providing us, we are able to work more efficiently," said Corné van Etten, MindWize's CIO. "We are able to work together in a better way due to the fact that we can see each other's workload in a graphical overview. It saved our workflow management tool. With CalendarAnything, broad user adoption happened."

About Silverline

Silverline creates unique digital experiences that transform the way our clients do business. As a Salesforce Platinum Partner, Silverline leverages best practices acquired through 1,200+ implementations, with significant expertise in the Financial Services and Healthcare industries. Our Industry solution focus combines Strategic Advisory, technical implementation, and ongoing Managed Services to enable organizations to achieve maximum value with the Salesforce platform. Additionally, Silverline offers CalendarAnything, a popular AppExchange application, and industry-proven Fullforce-certified accelerators.

646.833.3430

www.silverlinecrm.com

860 Broadway, Fifth Floor New York, NY 10003

salesforce platinum consulting partner