



FASTFORWARD DISCOVERY AND PLANNING SESSION

Magnet360's signature FastForward session is designed to bring business and IT leads together with executive leadership to understand the current state of their business, challenges, and strategic initiatives, as well as to gain consensus on focus and top priorities to drive business value.

Following this engaging half-day session, businesses will have a shared and robust understanding of their go-to-market strategy, audience journey, and the current technology landscape—the launch points needed to drive business value.



Attendees

Client

Marketing, Sales, Service,
and IT Leaders
Executive Sponsor

Salesforce Account leads

Account Executive
Sales Engineer
Salesforce Business
Value Services

Magnet360 Account leads

Executive Sponsor
Account Director
Solution Architect
User Experience Lead
Facilitator

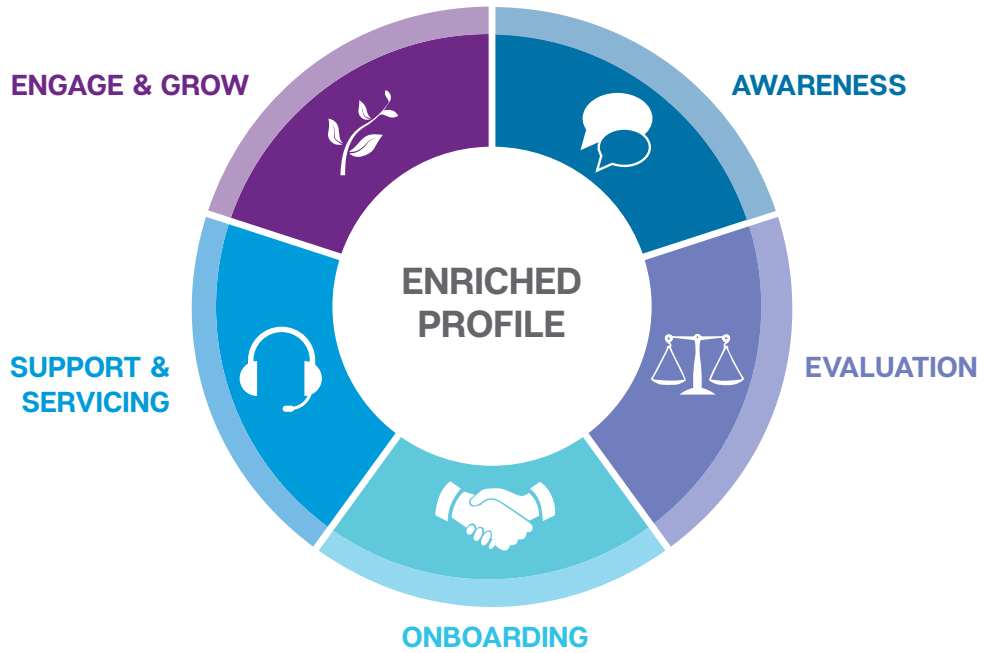
Half Day Agenda

- Welcome and introductions
- Magnet360 / Salesforce overview
- What we heard
- Current state assessment of:
 - Go-to-market strategy
 - Audience journey
 - Technology landscape
- Lessons learned and organizational readiness
- Working with Magnet360's proven process
- Wrap up and next steps

Deliverables

- Summary of goals and objectives
- Summary of challenges/pain points
- Review of opportunities/ideas within:
 - Go-to-market strategy
 - Audience journey
 - Technology landscape
- Recommended roadmap, timeline, and ballparks
- Baseline ROI metrics
- Making it real through success stories

Audience Journey Rank and Rate



Journey Rate Scale	
+	World Class
+/-	Average / Getting by
-	Low Performance

Rate Your Company

STAGE OF JOURNEY	DEFINITIONS	RATING
AWARENESS	Radar; Right Reason <i>Digital enables the ability to go from mass, impersonalized media to personalized media at scale.</i>	
EVALUATION	Compare; Right Time <i>Digital enables the ability to shift from being unfocused and reactive to focused and proactive.</i>	
ONBOARDING	Meet; Exceed <i>Digital enables the ability to move from offline unknown users to automated, online, and mobile onboarding known users.</i>	
SUPPORT & SERVICING	Responsive; Multichannel <i>Digital enables the ability to move from a disconnected service experience to a collaborative self-service experience.</i>	
ENGAGE & GROW	Engage and Grow—Loyal; Refer <i>Digital enables the ability to move from “one and done” to an ongoing customer relationship.</i>	
ENRICHED PROFILE	360 View; Proactive <i>Digital enables the ability to move from siloed marketing, sales, and service interactions to holistic collaboration.</i>	

WHY MAGNET360

At Magnet360, we live and breathe Salesforce. As a cutting-edge partner since 2004, we tap into the transformational potential of Salesforce to change the way you do business. We dedicate ourselves to understanding your business first, applying exceptional know-how to create a solution that fits your specific needs and delivers tangible results. As The Mindtree Salesforce Practice, we have access to a wealth of technological resources to push the platform even further—ensuring you get the most out of your investment. Plus, our Rockin culture attracts industry-leading top talent who are also fun to work with. It's time to Amplify Your Salesforce Possibilities.