



Smart Infrastructure Consulting

Location: Sydney, Australia

Industry: Professional Consulting Services

Website: <https://smartinfrastructureconsulting.com.au/>

Smart Infrastructure Consulting (SIC) offers a broad range of professional consulting services to assist in the planning and delivery of infrastructure and construction projects

How did the client or opportunity come about?

Smart Infrastructure Consulting (SIC) initially discussed requirements around Sales Cloud with Will Callanan, but upon unpacking their requirements Will helped them identify a need for a project management tool, based on the fact they were in Engineering and running their workflow that way, but also based on exploring their actual demands further.

Why, and when, was Mission Control approached?

Mission Control Sales Director, Trevor Doornbos, had recently met with Will's team and demonstrated Mission Control, additionally Will had another client already using Mission Control who were very happy, so the moons aligned essentially. Trevor supported with a raft of enablement material and pre-recorded demos that supported the client's initial interest.

How did the client discovery period go?

Smart Infrastructure Consulting were initially looking at a number of different technology platforms, chiefly a new CRM. But Will identified that while a CRM was ultimately a key requirement it might not actually be their first step based on their use case. So the conversation pivoted quickly to catering to workflow management and running a project management tool.

They looked at and considered a variety of PM and PSA tools, but ultimately Mission Control had the best feature set, a platform that allowed scale and was native to Salesforce which meant better usability and security.

What helped close the deal?

Smart Infrastructure Consulting had relatively tight budgets and some of the providers they explored had huge implementation costs and delays whereas Mission Control was almost plug and play in comparison- which allowed them to stay in budget.

The ability to access sales resources (like webinar recordings) definitely sped up the sales process and supported the customer in making a decision and an investment in their business. Also the support, speed and transparency Salesforce received from Mission Control staff allowed them and the client to see the true value of the platform.

Learnings

One learning Will took out from this deal was around the client's initial cost objection of having to invest in Salesforce AND Mission Control. Will identified this as being a fairly common issue when dealing with ISV platforms and products.

One thing Will unpacked, for himself as well as for the client, was while the client were having to purchase two products in this instance, with Mission Control you're not paying for an integration like you might have to for an off-platform alternative, so while Mission Control has a monthly fee, it's more affordable than paying a similar monthly fee with an off-platform competitor and a further lump sum (potentially \$10,000+) in integrating it with Salesforce - which likely means an API which of course can present other issues - so there were commercial and security benefits from partnering with natively connected platforms.



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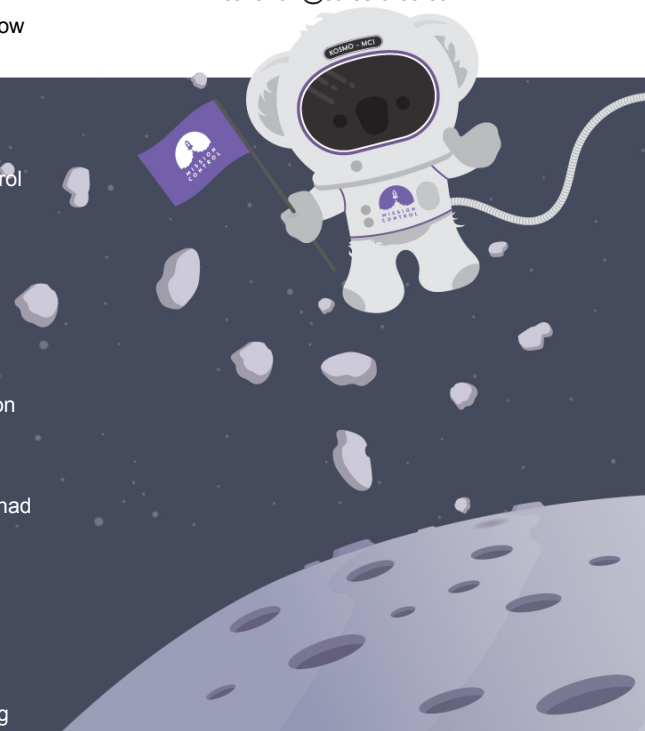


Salesforce Contact

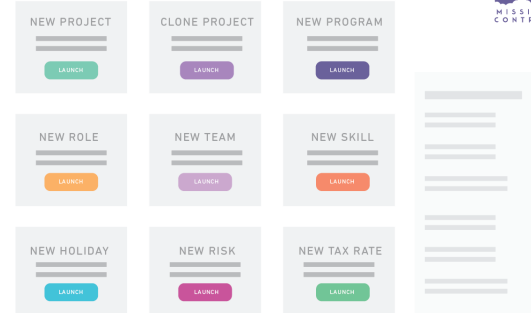
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