



Benchmark Estimating

Location: Sydney, Australia

Industry: Estimating Consultancy & Software

Website: <https://www.benchmarkestimating.com/>

Benchmark Estimating is a specialist construction cost engineering practice with expertise in civil engineering and infrastructure.

How did the client or opportunity come about?

White Oak are the private equity firm and parent company behind Benchmark Estimating and on top of a range of other businesses they manage, have engaged Salesforce, to embark on technology rightsizing and a digital transformation.

The Implementation Partner who has been managing the adoption of Salesforce across White Oak's businesses reconnected with Oriane at Salesforce to onboard Mission Control at Benchmark Estimating.

How did the client discovery period go?

In Salesforce's initial discussions Benchmark Estimating were leaning toward a project management platform they had had some experience with before but upon talking with the Salesforce Implementation Partner, Enrite, Mission Control came up in conversation which started the working group down the path of exploring Mission Control.

What helped you close the deal?

The deal cycle was probably more complex than usual in that there were multiple external stakeholders with at times conflicting demands and layers of approval, but once Salesforce started dealing with the client and end-user directly (over the financier and equity partner) things started to really progress.

How has client feedback been?

While Implementation has commenced and is going well, Benchmark haven't yet started actually using Mission Control, but from the Mission Control solution demonstration the executives from Benchmark Estimating Software and parent company White Oak were impressed at how Mission Control could provide them with visibility on resource capacity and utilization and project costing and profitability at both a granular and aggregated level.

Learnings

Getting in front of the right stakeholders earlier was probably a learning, we spent a lot of time with the equity partner, but perhaps could have looped in with the end-user a little earlier.

Additionally, the staff at Benchmark that were getting Salesforce were all also getting Mission Control, but not everyone had the same visibility and utilization requirements, so mapping permissions and licencing was slightly complex, but Mission Control were fantastic in helping us navigate that so we had the perfect blueprint for Benchmark.

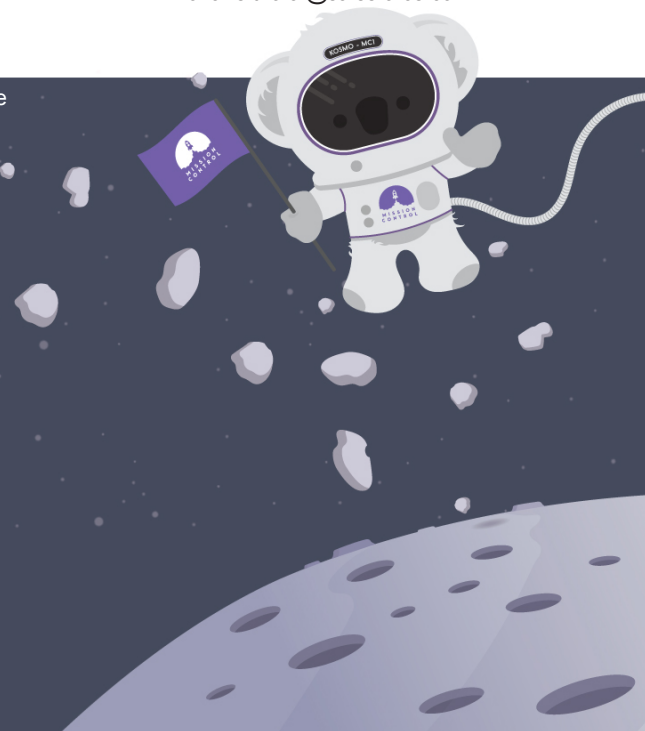


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THE CONSOLE

