There is a conversation going on online around you and your products & services, with or without you. Your stakeholders are already engaged in various conversations. If you choose not to "engage", you are simply giving up the ability to "manage" and "influence" what's being said. The digital medium has been transforming the way individuals and organizations share information, views, analyze and what not.

Organizations worldwide, be it Non Profits or Higher Education are turning increasingly outward looking. They are looking at various channels for actively participating in the conversations and engaging several of their stakeholders in the economic and social life globally and beyond. All this with no geographic or locational constraint, be it internal networks or external entities.

Your stakeholders are Clients for Life, engagement with whom needs to be maintained & managed well. Using the appropriate platform to Manage Relations with such Clients changes the way business is conducted, from "selling" to "connecting" with your audience, from "large campaigns" to "small acts", from "controlling the message" to "transparency", from "hard to reach" to "available everywhere". There is more to Salesforce than just basic configuration. With Salesforce, it has never been easier to handle large volumes of database, inspire conversations and manage communication among global audience.

| IMPLEMENTATION | MIGRATION | INTEGRATION | OPTIMIZATION |
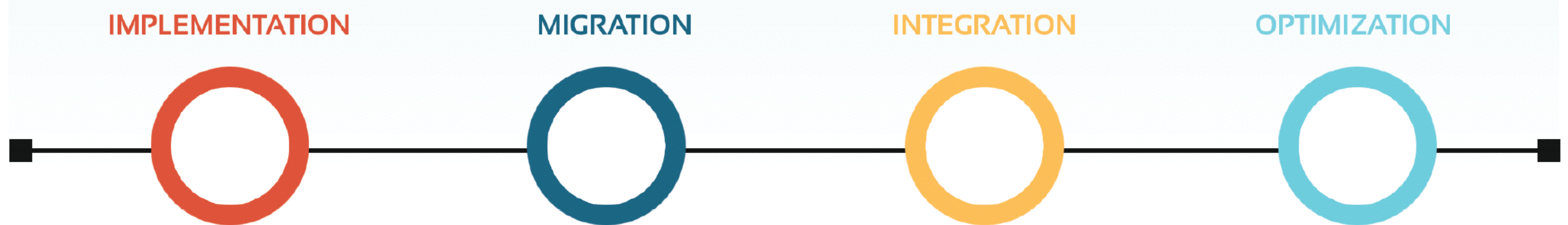
Top Challenges faced by Organizations in Implementing Salesforce

As a Non Profit or a Higher education Institution, you've made the decision to become a Salesforce customer or in the process of becoming one – so you are either wondering how to get started or how to leverage the investments made already?

The road to Salesforce implementation & migration does not need to be bumpy. We can guide you on how to avoid the traps and pitfalls of implementation, or even how to think out of the box and create custom solutions with Salesforce and its Suite of Products.

iridiumInteractive's Salesforce Competency

iridium is a Salesforce consulting partner with a team of experts certified in the breadth of Salesforce credentials. iridium uses its size, reach and methodology to its advantage, and brings its attentive and highly skilled team of specialists to guide customers on their Salesforce journeys – from start to finish.

iridium works with organizations across Asia, Africa & Americas to define, design, develop, implement custom Salesforce solutions, and optimize existing Salesforce implementations. We serve customers across a range of markets, including higher education and nonprofit, publishing and media, telecom and financial services, healthcare and pharma and other industries.

iridium's agile and iterative collaborative approach actively involves stakeholders throughout the solution journey to establish and guide the outcome based on user and business requirements. iridium applies its business insight and technical skills to translate those requirements into an innovative business solution that utilizes the powerful capabilities of the cloud-based Salesforce platform. Ultimately, the close collaboration with users drives higher adoption of the solution – and iridium ensures user buy-in through its customized training and post-implementation support. The company's track record of 14+ years, its client success stories and global recognitions & awards are proof points of iridium's impact as a solution provider - and a trusted partner.

Solutions for Non Profits
Connect with your Community in a whole new way

Raise More Funds	Communicate more effectively	Engage & Strengthen your Community	Integration with Mobile Payments	Data Collection, Monitoring & Evaluation
Breakdown the silos and empower your entire non-profit to make a case for giving with a complete picture of your donors, volunteers, members and other constituents in one place. With Social, Mobile & Collaboration at its core, cultivate and grow life long relations.	The rise of social & mobile technology allows you to engage with new prospects, spread about your cause, to people who matter, delivering the message to the right person at the right time which amplifies impact.	Today's constituents want to be part of the solution. Nourish that desire through communities that tap the expertise of your entire ecosystem and amplify your impact. Collaborate in real time to align, find & share information.	Spend less time on administration and more time on delivering quality services, thereby providing excellent programs and services. Make Safe & Secure Mobile Payments to various Stakeholders with the ability to track stages.	Collect Real time data through easy to complex surveys, forms, logic and data validation. Provide accountability of funded projects through Monitoring & Evaluation of outcomes, results & impact.

Solutions for Higher Education
Connect with Students & Alumni in a whole new way

Focus on student service and success	Engage prospects, recruits, alumni & donors	Build Strong connections with students & alumni	Collaborate & Innovate to stay ahead	Build Custom apps that transform student experience
Keeping your students engaged, finding out what's important to them, and making it easy for them to get answers to their questions quickly can all be instrumental in increasing retention and student success.	Finding the right students, learning what's important for them, engaging them across multiple channels of their choice and removing any obstacles is where the focus is.	Current & potential students are gathered electronically right now, discussing everything from campus dining options to course selection. And those comments are just some of the things you could be listening for to know what they are saying.	Breakdown campus silos and replace them with collaborative efficiency. Connect with expertise across your university or college and work smarter. Drive innovation and foster new levels of affinity and loyalty.	Build Social & Mobile custom apps to manage the programs and services that are unique to your institution like resident life, tutoring programs, student on boarding and more.

> " iridiumInteractive helped us to significantly streamline operational efficiency and simultaneously enabled the ACN team to provide additional, high-quality customer service including improved feedback, timely notifications, closely matching opportunities with stated career interests, etc. Initial, qualitative evidence suggests that ACN has significantly improved its internship offering to both ACN users as well as partner organisations. We are excited that these initial investments in upgrading our technology have allowed us to improve our customer service orientation "

Sharmi Surianarain
Director of Lifelong Engagement, Africa Careers Network, African Leadership Academy

Iridium Interactive's Higher Education and Non Profit Clients

ISB   MDI GURGAON   JAIPURIA INSTITUTE OF MANAGEMENT   G D GOENKA UNIVERSITY   asci

Aide et Action   NASSCOM®   unicef   actionaid   phfi PUBLIC HEALTH FOUNDATION OF INDIA