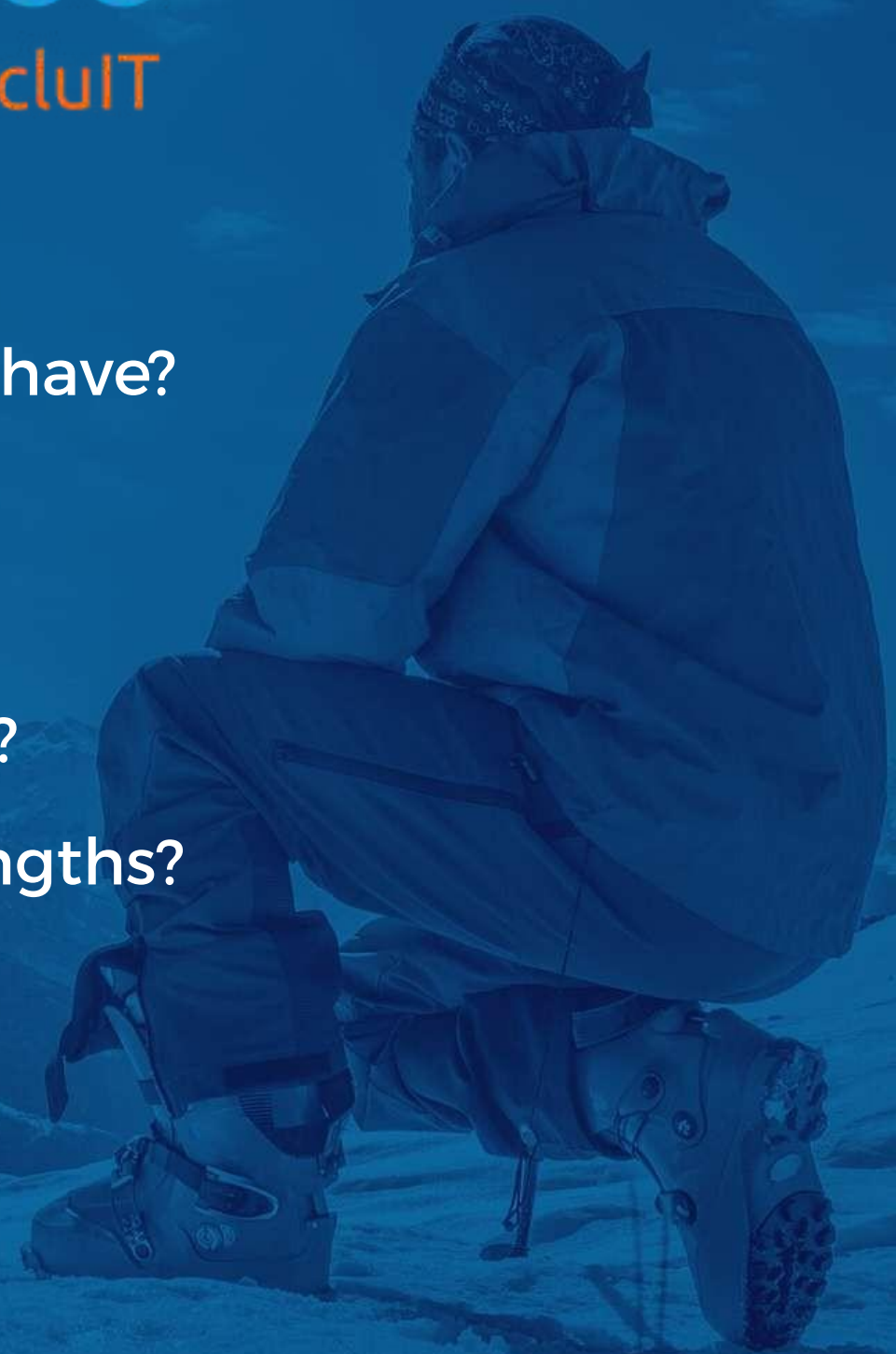


1. Executive overview
2. How much experience do we have?
3. What services do we offer?
4. How do we work?
5. How are our teams organized?
6. What are our knowledge strengths?
7. How do we train our talents?
8. Why work with us?
9. Rate Table





**WE ARE** a consulting firm specialized in boosting the growth of companies through process innovation and digital transformation.

**WE BELIEVE** that the key to the success of each company is its people and the real values that govern and lead the day-to-day and the culture of each member, supported by the openness to innovate and adapt to the challenges of new technologies and market trends.

### Value Proposition

- Agile Methodology
- Experience in digital transformation processes
- Highly Skilled to lead Salesforce Projects
- Salesforce Best Practices
- High Scale Projects
- Transparent & Continuous Communication
- Trainings



### Operational Metrics



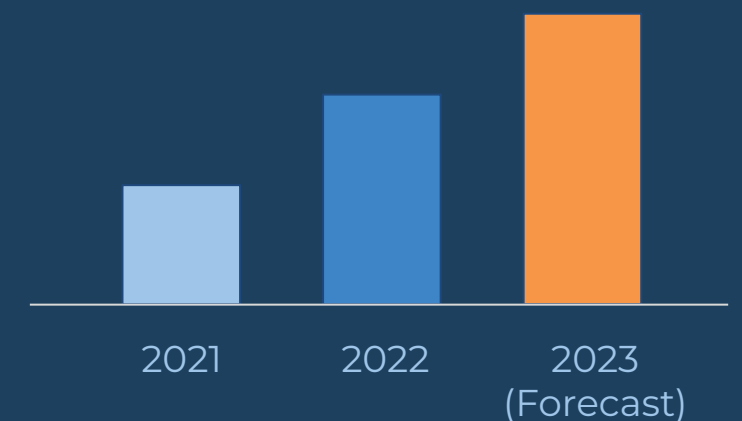
### Verticals

- Automotive** +5 clients
- Construction** +7 clients
- Higher Education** +10 projects
- Insurance** +3 clients
- Finance** +12 clients
- Health** +7 clients
- Retail** +5 clients

### Geographical Footprint



### Growth



## Our Services

### Consulting

- Projects
- Monthly Evolution
- Customer Care

### Staffing

- Professionals
- Custom Teams

## Knowledge Strengths

- › Architecture Plan & Design
- › Discovery and Project Plan
- › Custom Development App
- › Integrations Architecture Plan
- › Digital Transformation Consultancy
- › UX Experiences Interfaces
- › Apex & Imperative Development tools
- › Flow & Declarative Development tools
- › Governance Limits & Security Architecture

## How we Work

Implementation  
Architecture  
Project Manager  
Agile Delivery  
Design  
Development Teams

## Salesforce Solutions

salesforce

Sales Cloud +20 projects

Service Cloud +14 projects

Community Cloud +10 projects

Platform Cloud +64 projects

Marketing Cloud +8 projects

Pardot +12 projects

Education Cloud +4 projects

## Customers



# How much experience do we have?



salesforce.com  10

salesforce.com  10

salesforce.com  10

salesforce.com  10

salesforce.com  11

salesforce.com  11

salesforce.com  11 12

salesforce.com  12

salesforce.com  12

# 14+

Since 2008

Our first experience: We developed a money laundering prevention application in 2008 and implemented it in several Nonprofit institutions.

# How much experience do we have?

## Salesforce Solutions

<b>Sales Cloud</b>	+20 projects
<b>Service Cloud</b>	+14 projects
<b>Community Cloud</b>	+10 projects
<b>Platform Cloud</b>	+64 projects
<b>Marketing Cloud</b>	+8 projects
<b>Pardot</b>	+12 projects
<b>Education Cloud</b>	+4 projects

# ✕ How much experience do we have?

## Verticals

<b>Automotive</b>	+5 clients
<b>Construction</b>	+7 clients
<b>Higher education</b>	+10 clients
<b>Insurance</b>	+3 clients
<b>Finance</b>	+12 clients
<b>Health</b>	+7 clients
<b>Retail</b>	+5 clients

# How much experience do we have?

## SALESFORCE CLIENTS





# How much experience do we have?

## GROUP CLIENTS



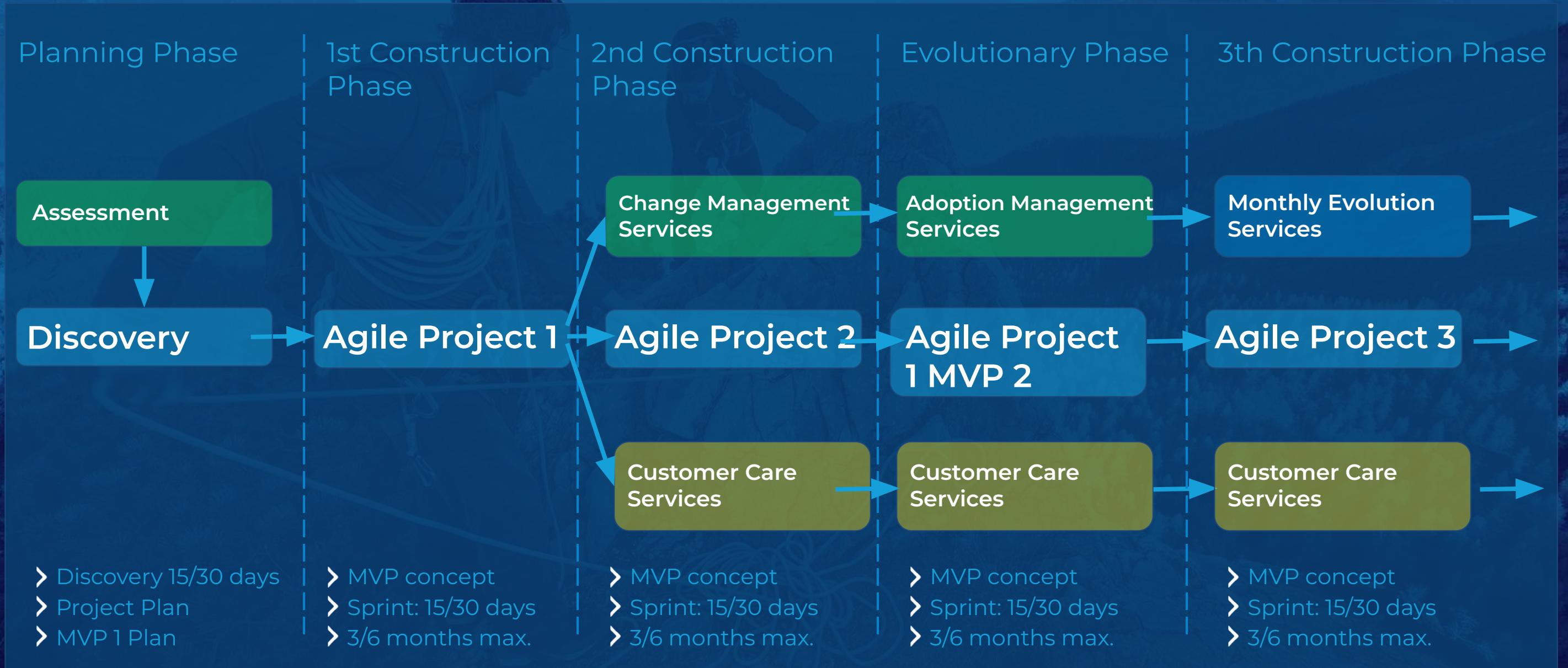


# X What services do we offer?



# X How do we work?

## Digital Transformation Consulting Journey Example



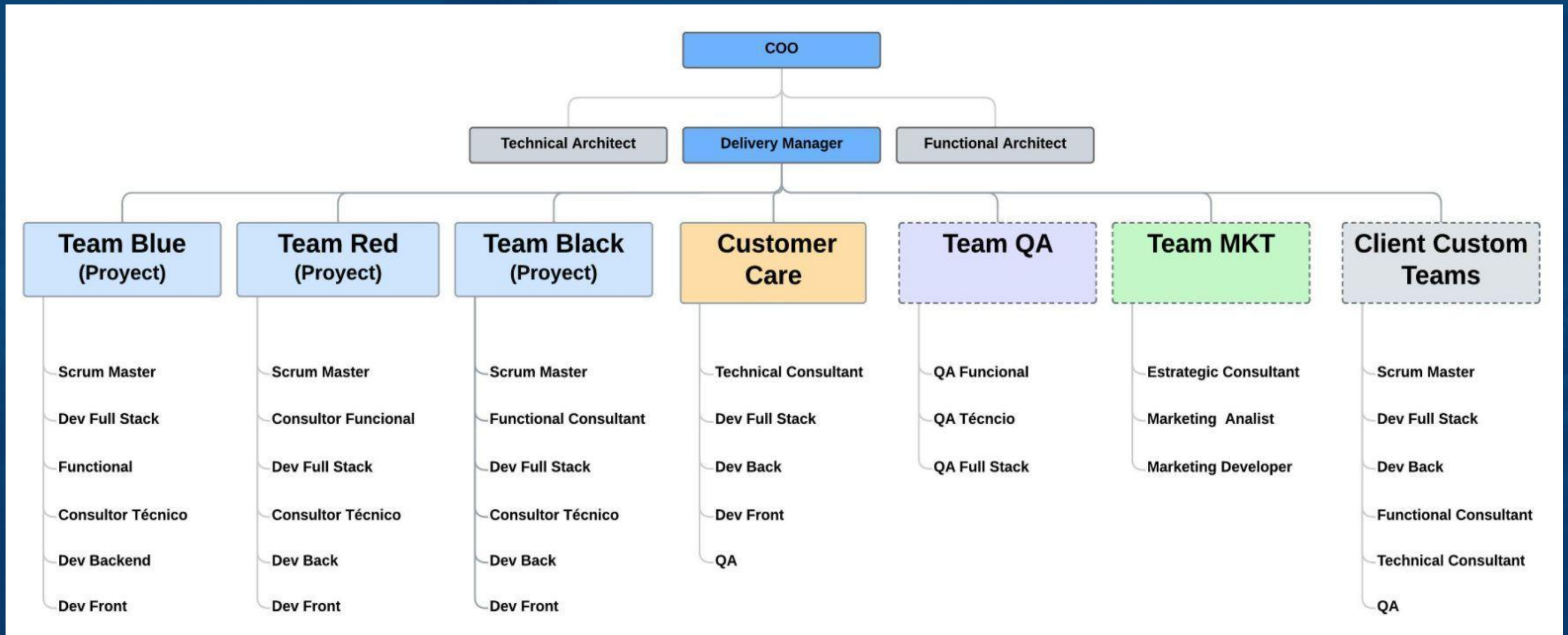
# X How do we work?

Sprint assignment, team assignment, and project assignment example

Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
<p>S1 S2 S3 S4</p> <p><b>Discovery</b></p>	<p>S1 S2 S3 S4</p> <p><b>sprint 1</b></p>	<p>S1 S2 S3 S4</p> <p><b>sprint 2</b></p>	<p>S1 S2 S3 S4</p> <p><b>sprint 3</b></p>	<p>S1 S2 S3 S4</p> <p><b>sprint 4</b></p>	<p>S1 S2 S3 S4</p> <p><b>Deploy</b></p>
<p><b>2 FTE</b></p> <ul style="list-style-type: none"> <li>0.5 Architect</li> <li>0.5 Dev back</li> <li>1 Dev Integrations</li> </ul>	<p><b>5 FTE</b></p> <ul style="list-style-type: none"> <li>0.5 Architect</li> <li>1 Scrum Master</li> <li>1 Dev back</li> <li>1 Dev Integrations</li> <li>1 Dev UX</li> <li>0.5 QA</li> </ul>	<p><b>5 FTE</b></p> <ul style="list-style-type: none"> <li>0.5 Architect</li> <li>1 Scrum Master</li> <li>1 Dev back</li> <li>1 Dev Integrations</li> <li>1 Dev UX</li> <li>0.5 QA</li> </ul>	<p><b>5 FTE</b></p> <ul style="list-style-type: none"> <li>0.5 Architect</li> <li>1 Scrum Master</li> <li>1 Dev back</li> <li>1 Dev Integrations</li> <li>1 Dev UX</li> <li>0.5 QA</li> </ul>	<p><b>5 FTE</b></p> <ul style="list-style-type: none"> <li>0.5 Architect</li> <li>1 Scrum Master</li> <li>1 Dev back</li> <li>1 Dev Integrations</li> <li>1 Dev UX</li> <li>0.5 QA</li> </ul>	<p><b>3 FTE</b></p> <ul style="list-style-type: none"> <li>0.5 Scrum Master</li> <li>1 Trainer</li> <li>1 Dev UX</li> <li>0.5 QA</li> </ul>

# ✕ How are our teams organized?

4 Architects, 6 Project Managers, 16 Salesforce Consultants, 20 Salesforce Developers



# X How are our teams organized?

## Some of Our Talents

Employee	Role	Seniority	English level	Salesforce Consultant
CANEPA CRISTIAN MARTIN	Developer	Senior	Upper intermediate	Salesforce Certified Platform Developer I
HERNANDEZ MARIANO GUSTAVO	Developer	Senior	Advanced	Salesforce Certified Administrator; Sales Cloud Consultant; Vlocity
PASCUALIN MURIEL CECILIA	Developer	Senior	Proficient	Salesforce Certified Services Cloud Consultant; Salesforce Certified OmniStudio Developer; Salesforce Certified Administrator.
BOGADO FRANCO MARTIN	Technical consultant	Senior	advanced	Salesforce Certified Platform App Builder
FLEMING, NICOLAS	Marketing Digital Specialist	Senior	Advanced	Salesforce Certified Marketing Cloud Email Specialist; Salesforce Certified Pardot Specialist.
CANCINI LOPEZ MARIANGEL DEL VALLE	Technical consultant	SemiSenior	Upper intermediate	Salesforce Certified Administrator.

# X What are our knowledge strengths?

## Knowledge Strengths

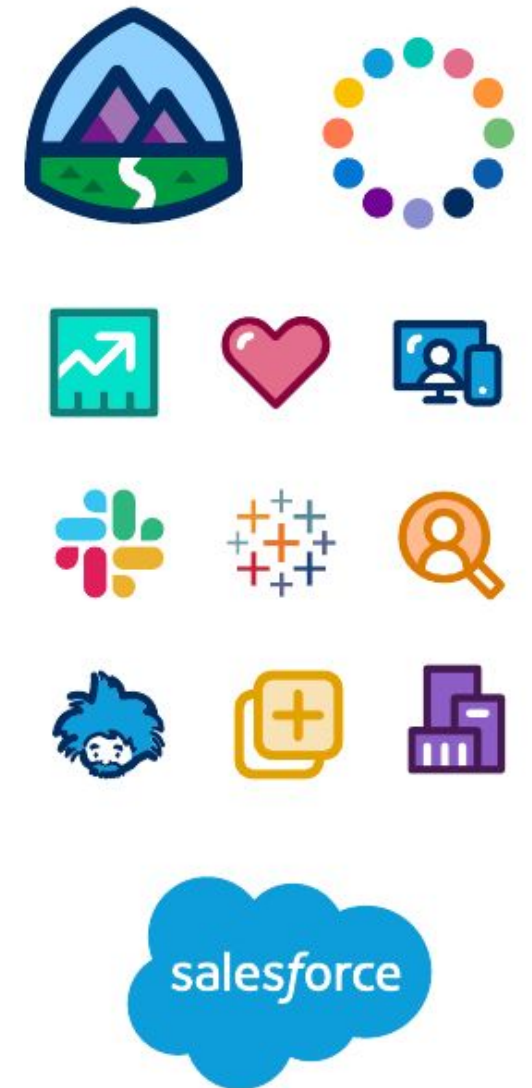
Architecture Plan & Design  
Project Solution Design  
Discovery and Project Plan  
Custom Development App  
Integrations Architecture plan.  
Integrations with third-party apps.  
Change Management Risk  
Digital Transformation Consultancy  
UX Experiences Interfaces  
Sales, Service, Partner Community,  
Customer Community, Pardot,  
Non-Profit Starter Pack  
LWC, Aura Components, Visualforce.  
Apex & Imperative Development tools  
Flow & Declarative Development tools  
Salesforce Governance Limits & Security  
Architecture

## Knowledges Experiences

Education Cloud  
Salesforce Field Service  
Marketing Cloud  
Salesforce for Automotive  
Digital Engagement  
High Velocity Sales  
Salesforce Einstein (AI)  
Tableau  
Mulesoft  
Salesforce DX (Bitbucket)

## Experience in development

Commerce Cloud  
Financial Cloud  
Manufacturing Cloud  
Health Cloud  
Slack  
Datorama  
Genie



# X How do we train our talents?

X HENDERCROSS  
Empowered by IncluIT



## Dev90+ Salesforce Training

salesforce

Through the DEV90+ customized course, the client can receive a Salesforce developer training program tailored to their business needs.

Total duration of the plan: 4 months.

Result: 25 new developers.

Generate 70% Junior Developer and 30%,

# X Why work with us?

X HENDERCROSS  
Empowered by IncluIT



X HENDERCROSS  
Empowered by IncluIT

- From establishing a strategic partner relationship, not just a supplier relationship, we can work together to plan and prepare them for the digital transformation that will enhance their business strategy.
- Argentines are known to have the best resources in LATAM, the best English, adaptability to change, and creativity that big challenges demand.
- We know the way, we have the certified team, the necessary experience and we are confident that Salesforce will continue to innovate and set the pace in global technology.



# BUSINESS PROPOSAL

## RATE CARD HENDERCROSS GLOBAL



PROFILE	EXPERTISE	FTE / MONTHLY RATE
Solution Architect	Senior	USD 11.900,00
Scrum Master	Senior	USD 6.900,00
Delivery Manager	Senior	USD 8.500,00
QA	Senior	USD 6.800,00
SF Developer - Admin - Consultant	Senior	USD 8.500,00
	Semi Senior	USD 7.200,00
	Junior	USD 4.900,00
Solution Specialist	Senior	USD 9.500,00
	Semi Senior	USD 8.200,00
	Junior	USD 5.900,00
CUSTOMER CARE	0,5 FTE	USD 4400

High-Performance Teams / Managed Services:

- + Talent Management included
- + 30 days due date payment condition, prices without Taxes
- + For hourly contracts, the rate will be 25% in addition to the proportional rate for FTEs.
- + 60 days anticipation to notify service cancellation
- + Optional: Teams may include shadow free-talents for ramp up / attrition in Juniors Skills
- + If English skills/fluency is NOT required, a discount may be available



**X HENDERCROSS**

Empowered by **IncluIT**

**THANKS!**