

Customer Story

Strongpoint **Drives Success** **For An Automotive Tech** **Company**

Our customer was an innovator in AI-based mobility solutions — and a partner to leading global automotive brands. Unfortunately, when it came to their CRM software, they were anywhere but the fast lane.

Following a series of acquisitions, our customer had inherited a very complex and messy Salesforce implementation, which slowed down their processes and made it difficult to maintain the pace of innovation. To move forward, they needed to complete a massive documentation project, mapping out every single piece of metadata to identify what was needed, and what could be deprecated safely.

That's where Strongpoint came in. Using our **Intelligent Change Enablement** product, their team was able to automate the documentation process, freeing up resources and laying the groundwork for a major cleanup.

Thanks to Strongpoint, our customer was able to clean up their Org months ahead of schedule. Today, the processes they implemented during this cleanup are helping them stay lean and agile as their business needs evolve.

THE CUSTOMER

A global technology company developing AI-based solutions for the automotive industry

THE PROBLEM

A messy, tech debt-riddled Salesforce Org that was slowing down their processes

THE SOLUTION

Automated documentation to lay the groundwork for a major cleanup project, impact analysis to make changes with confidence

STRONGPOINT PRODUCT

Intelligent Change Enablement