

REFERENCE CASE

Salesforce
Implementation



NEKST IT TESTS...

SALESFORCE IMPLEMENTATION IMCD



Nekst IT is the first Salesforce Partner worldwide that focuses solely on Testing & Quality Assurance. This entails a different focus than developing, configuring, or implementing. We fully stand for impartial monitoring of the customer systems' quality.

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Nekst IT people are positive, proactive professionals. People who dare to ask questions, investigate, and are not slowed down by the established order. With this attitude, we perform excellently for our customers. Nekst IT test professionals are above average versatile in the test profession. Based on this broad expertise, their test talent is used in challenging projects for various clients.



Dimitri Fioole
Chief Operating Officer Salesforce



AnneMarie Pieterse
CEO

ABOUT THE GROWTH AMBITIONS OF IMCD

As a large international company active in the marketing, sales and distribution of specialty chemicals and food additives and ingredients, IMCD decided in 2018, as an important part of the Digital Transformation, to replace the existing CRM with Salesforce. At that time, IMCD was active in 42 countries with more than 2,800 employees.

The Customer Relationship Management (CRM) system that IMCD used was not the most suitable platform for achieving the desired growth and ambitious digital goals. To be able to further professionalize and improve the effectiveness and efficiency of marketing, sales, and service, they decided to switch to Salesforce. Salesforce is the market leader in cloud-based CRM packages. One year has been allocated for this project.

TESTING IS AN INDISPENSABLE PART OF THE IMPLEMENTATION

When a company implements Salesforce, they receive support from a Salesforce project team. Because the implementation of a new CRM system takes quite some effort, it is very important to properly test every step.

The complexity of the project was mainly due to the combination of Data Migration, integration of Salesforce in the existing landscape and the additional specific wishes of IMCD. This resulted in custom solutions. The Salesforce project team wanted more certainty about the quality of implementation and integration with IMCD's other applications before they delivered. Because no one in the project team had the required knowledge for this, Salesforce decided to add a tester to the team.

An employee within the project team had good experiences with the test qualities of Dimitri Fiole, Salesforce Certified test consultant at Nekst IT, with whom he previously carried out a long-term Salesforce project. Within two working days, Dimitri was present as a member of the project team and fully engaged in the integration tests.

AWARENESS AND QUALITY

Almost six months later, in August 2018, the project team needed additional testers. André Dekker would join Nekst IT in September as a test consultant and had no Salesforce experience, but Dimitri was sure André was the right person for this phase of the project.

To get André ready for the assignment in the Salesforce project team, Nekst IT decided together with him that he would follow an intensive e-learning trajectory (Trailheads) for Salesforce in the intervening month. As a result, he could immediately start working within the project team on 1 September, without having to be trained for a long time.

PROVE THAT SOMETHING WORKS

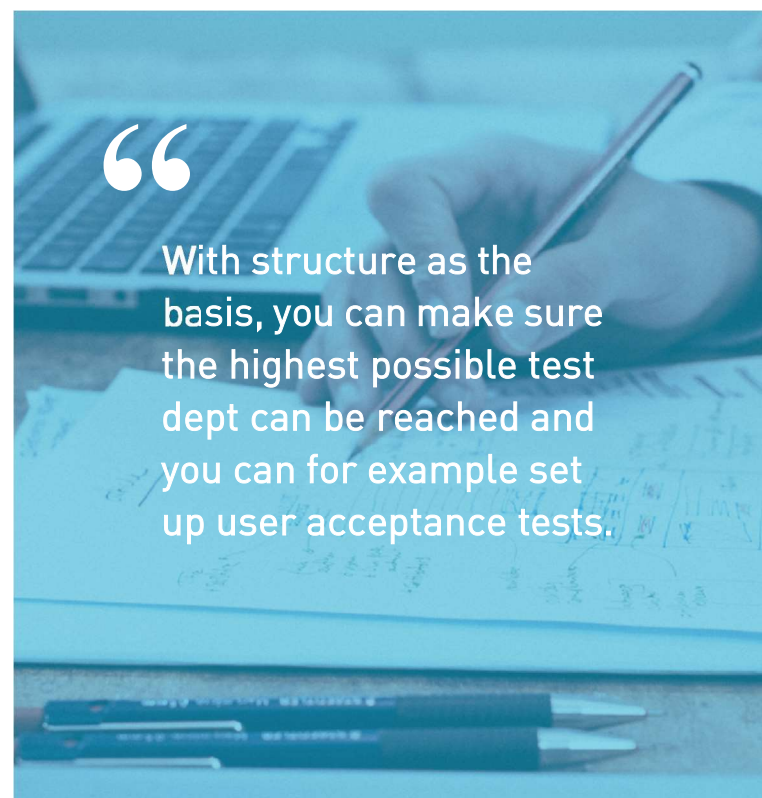
The Nekst IT test consultants fit so well within both the project team as the IMCD team itself because they like to prove that something works. Dimitri says: “There are testers who enjoy telling a developer that something doesn't work. We prefer to request such developer of 'Gosh, I see something happen here, but I'm not sure what. Can we have a look together?' By doing it like this, the dynamics are very different, and you have a more positive approach towards the problems.”

A NEW PHASE

The next phase in the project was to structure the implementation of Salesforce and the way in which the system communicates with the other applications in the landscape. For this, testing had to become part of the processes at IMCD. “I am very good at creating structure in chaos, with the resources we have. With that structure as a basis, you can then ensure that you achieve the highest possible test depth and, for example, set up the user acceptance tests. When a project is just starting to run, the priority isn't there. Then something first has to be made to be able to test.” says André.

Dimitri left the test team shortly afterwards: André took care of the testing, and they could use some help with the data migration team. Although that has nothing to do with testing, my knowledge of Salesforce came in handy.”

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With structure as the basis, you can make sure the highest possible test dept can be reached and you can for example set up user acceptance tests.

A MATCH IS NOT JUST A MATCH

After the successful completion of the Salesforce project, IMCD was far from finished. For example, IMCD's working area has grown to 52 countries and they have developed all kinds of new applications to deliver a better service to their customers. André Dekker is still deployed at IMCD to test existing and new applications. He also acts as a sparring partner for Marco Vleeschdrager, Product Owner Salesforce Platform, at IMCD.

A large quote graphic with a background image of two hands shaking. The quote is in white text on a blue background. The hands are shaking in a firm grip, symbolizing agreement or partnership. The background is a solid blue color.

Nekst IT supported the international Salesforce implementation with their knowledge of quality assurance. This includes the design and implementation of test scenarios for many different test cycles. They were also involved in the data migration. Nekst IT assisted the project team in their work and in this way, despite the ambitious timeline, contributed to the successful implementation within IMCD.

- Marco Vleeschdrager

Product Owner Salesform Platform at IMCD

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TEST AUTOMATION

One of the most recent advices that André issued was to implement automated testing to be carried out at IMCD. Because he himself doesn't have the right knowledge for this, this automation step is currently being carried out by Alex ten Wolde, one of the experts in this field within Nekst IT. Alex uses Provar for this, which has been specially developed for Salesforce tests.

ALSO NEED FOR SECURITY OR DELIVERY?

When implementing or developing software, you often do not know what to expect. This applies not only to the implementation of Salesforce, but to all software. Nekst IT testers have the right knowledge to extensively test your software landscape. Do you want to know what we can do for you? Then contact us. Of course, you can also call us on **+31 (0)85 303 5697**.



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