



case study



Industry: High Tech



Products Used: Sales Cloud

Company Overview

OCF Ltd. is a leading provider of High-Performance Computing, Storage, Cloud and AI solutions. They work with public and private sector organisations to deliver tailored technology solutions that drive innovation and efficiency.

Challenges

OCF identified a number of opportunities for system enhancements:

- **Siloed Systems:** OCF had multiple data sources that needed better connection to enhance reporting and decision-making efficiency.
- **Limited Integration:** Their Salesforce® system was not integrated with Sage 200, offering opportunities to unlock valuable financial and customer insights.
- **Data Security and Segregation:** OCF recognised the need for a strong security framework to support their journey towards ISO 27001 certification, ensuring data segregation and protection.

Solution

Mint® collaborated with OCF to enhance their Salesforce® implementation:

- **Comprehensive System Review:** Identified key integration points and security gaps.
- **System Integration:** Identified a roadmap for potential integration to other core business systems used across the organisation.
- **Data Accuracy:** A structured opportunity split process was introduced for use by the BD Teams.

Results

- **Improved Data Visibility:** Teams now have access to accurate, real-time insights, reducing manual reporting efforts.
- **Lead Data Analysis :** Data is now properly segmented, aligning with best practices and giving greater insights.
- **Enhanced Opportunity Reporting:** Opportunity Splits are now implemented and give increased data accuracy for the BD Team.
- **Future-Ready Salesforce® Setup:** OCF can now confidently scale its Salesforce® usage, confident that security and accessibility are in place.



"Mint® understood our challenges immediately and delivered a solution that not only improved our data flow but also set us up for future growth."

Andrew Dean, Sales Director

Conclusion

By partnering with Mint®, OCF have transformed their Salesforce® org, eliminating data silos, improving security and creating a scalable framework for growth. This project highlights the power of expert Salesforce® consultancy in unlocking efficiency and driving business success.

Looking for expert Salesforce® support for your business?

Contact Mint® today:
+44 (0) 800 032 2840
hello@mintcrm.co.uk



To learn more about how Mint® can help transform your Salesforce® experience, scan the QR code to visit our website.



PARTNER