



case study

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:

- **System Optimisation:** Marketing Cloud Account Engagement (MCAE) required post-activation checks and adjustments to align fully with Salesforce® best practices.
- **Data Alignment:** Contact and Lead data was stored in disparate systems with more than one method of capturing opt-ins. The dataset was larger than the initial capacity of MCAE's mailable Prospects.
- **Team Enablement:** Internal staff required upskilling to confidently manage, maintain and expand the platform.
- **Strategic Roadmap:** A clear framework was needed to identify remaining elements from the self-implementation to underpin initial campaigns and to maximise long-term value.

Solution

In collaboration with Mint®, OCF embarked on a Quick Start Marketing Cloud Account Engagement (MCAE) project to establish a compliant and scalable marketing foundation:

- **Best-Practice Setup:** Core features were configured, reviewed and optimised in line with best practices.
- **Data Structuring:** Contact and Lead data was reviewed and verified to identify the highest impact segments for importing into MCAE.
- **Empowered Training:** Staff were equipped through tailored training, building confidence to manage and optimise the use of the platform independently.
- **Strategic Roadmap:** Mint® delivered forward-looking recommendations to help OCF maximise value and expand capabilities over time.



Industry: High Tech



Products Used: Sales Cloud,
Marketing Cloud Account Engagement

Results

- **Compliant Campaigns:** Marketing activity is now GDPR-aligned and auditable.
- **Data Confidence:** Contact and Lead data is migrated from their legacy system and is syncing with Salesforce and can be segmented based on attributes for relevant targeted communications.
- **Empowered Staff:** Internal users can run and optimise campaigns independently.
- **Platform Readiness:** OCF now has a foundation to scale future marketing activity.



"We initially expected Marketing Cloud Account Engagement to be a simple 'plug and play' tool, but quickly realised it wasn't. Mint® gave us the clarity and structure we needed, turning it into a platform we can understand and use effectively."

Andrew Dean, Sales Director

Conclusion

The Quick Start project with Mint® provided OCF with more than just a system setup. By aligning Marketing Cloud Account Engagement with Salesforce® best practices and equipping staff with the right skills, OCF can confidently drive campaigns that engage prospects while meeting regulatory standards. This partnership ensures the platform is not only functional today but scalable for tomorrow's growth.

Need a strong foundation for your marketing automation?

Contact Mint® today:

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



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