



Britannica
EDUCATION

case study



Industry: Education



Products Used: Sales Cloud,
Validity GridBuddy Connect™

Company Overview

Encyclopædia Britannica (UK) Ltd. is a globally recognised leader in education and knowledge resources, committed to delivering trusted information to learners, educators and professionals. With a strong digital-first strategy, the organisation is continually evolving their platforms to meet the needs of modern education while preserving the integrity and depth that defines the brand.

Challenges

Encyclopædia Britannica identified the need for improved cross-object reporting within Salesforce®:

- **Data Fragmentation:** Salesforce® reports couldn't combine data from unrelated objects, making it difficult to get a complete view of Encyclopædia Britannica's customers and their subscriptions.
- **Operational Continuity:** Timely changes were essential to keep business processes moving smoothly.

Solution

Mint® introduced Validity GridBuddy Connect, a powerful tool that enables greater data visibility and streamlined operations.

- **Unified Data Views:** GridBuddy Connect allowed Encyclopædia Britannica to see Account, Contact and Subscription details together in a single grid view.
- **Proof-of-Concept Grids:** Mint® built initial GridBuddy Connect proof of concept grids, which Encyclopædia Britannica adopted and continue to use today for streamlined data access.
- **Time-Saving Tools:** Admins spent less time pulling reports from separate objects, thanks to GridBuddy Connect's consolidated grids.

Results

- **Improved Visibility:** Key data from unrelated objects is now available in a single, unified view.
- **Increased Capacity:** Internal teams no longer spend time cross-referencing data from separate reports.
- **Expanded Data Access:** Beyond Accounts, Contacts and Subscriptions, Encyclopædia Britannica now has a tool that can unify data from multiple sources, including systems outside of Salesforce®, providing a more holistic view.



"GridBuddy Connect has transformed how we work with data in Salesforce®. We can now access and edit information from multiple sources in one place."

Auguste Silvanaviciute, Data & Insights Executive

Conclusion

With Mint®'s flexible Managed Services Agreement and Validity®'s GridBuddy Connect application, Encyclopædia Britannica can respond to change quickly, stay current and deliver a better user experience. The partnership offers reliable expertise without the overhead, ensuring ongoing improvements and long-term Salesforce® success.

Looking for help installing and configuring custom apps to expand your Salesforce capabilities?

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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