

Case Study

AGI

We provided custom configuration for AGI's Pardot and Salesforce instance.

At a Glance

We built out the automation, segmentation, and sharing rules for AGI's solution and provided training sessions.

Services Provided

Implementation | Advisory Services

The Challenge

Before Pardot, AGI had limited knowledge of marketing best practices. On top of that, AGI had stringent storage limitations for Pardot, preventing AGI from leveraging the full capabilities of the software. It relies heavily on its partners for business. However, it had very little visibility into case records of its partners and desired to have a one-stop portal for the partners.



About AGI

Analytical Graphics, Inc. (AGI) provides commercial software for designing, developing, and operating missions within the space and national defense communities.

Headquarters: Exton, Pennsylvania

Industry: Computer Software

Website: www.agi.com

The Outcome



We were able to configure a segmentation list, automation rules, and segmentation rules to help populate the segmentation list. We also built sharing rules to meet visibility requirements for the partners. Simplus also provided in-depth end user training and provided training sessions on how to leverage email functionality and website tracking.