BLENDERY ARE IN THEIR ELEMENT

# Top 10 beverage company, Blendery, and Elements

## Blendery

Blendery is a Salesforce development consultancy that focuses on designing the right solution for businesses. Experienced working with both small and big enterprise companies, Blendery partners with companies to help them avoid common development pitfalls. They develop a deep understanding of their clients' business challenges, how the client will use the solution, and their technology platform.

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> RICHARD CUNNINGHAM, HEAD OF BUSINESS PROCESSES

## Challenges

Blendery was building an app suite for a top 10 global beverage company. They wanted an easy way to create and maintain thought-through business processes for their client. This was difficult when responsible for maintaining 6 Orgs: 1 for production, 1 sandbox for UAT, 2 for development, and 2 for QA. Therefore, Blendery needed a tool that could help them improve the documentation of all their business processes.

## Solution

Blendery initially used Elements for the beverage company's process mapping and documentation capabilities. The process diagrams show why each step happened and how they are connected. When the process diagrams are shared with managers, they comprehend the process much faster than they would with a text outline. Elements enables Salesforce Org documentation by being a documentation hub. It helps train admins and consultants to create the maps with the library's "how-to" articles.

## Benefits and Outcomes

With Elements, Blendery made great strides in documenting every component of the client's production Org. Blendery's app suite has over 1,000 custom fields and only 35% had description information. Tracking down missing descriptions in over 1,000 fields would have taken many hours. But Elements Org Models told them which fields were missing descriptions and made it easy to populate them. Now 91% of the fields have descriptions. Richard Cunningham, President of Blendery, says this feature was a pleasant surprise: "[He] tried to find a tool that would show [him] what reports used each field and gave up." Elements made Org analysis possible for Blendery, enabling them to make changes within their Org with confidence in the outcome.