



COMPANY PROFILE:

RedLine Performance Solutions specializes in complex systems integration, from planning, designing, and implementation, to health assessments and performance tuning. Our background is high-performance computing (HPC) and massively parallel processing/storage in Unix environments.

THE CHALLENGE:

The customer was looking to place process around their sales and marketing efforts as the Owner and Head of Professional Services were taking an active role in sales to rapidly grow this spin-off company.

THE SOLUTION:

Working with App Solve allowed Redline to fully customize Salesforce to their business needs via building out and integrating the quoting feature and streamlining their backend through a 360 integration of proprietary data sets.

THE RESULTS:

By customizing Salesforce to their business, building out the quoting feature and incorporating Data.com, RedLine is able to immensely increase efficiency by staying in one application (Salesforce.com) to complete their sales and marketing activities from soup to nuts.