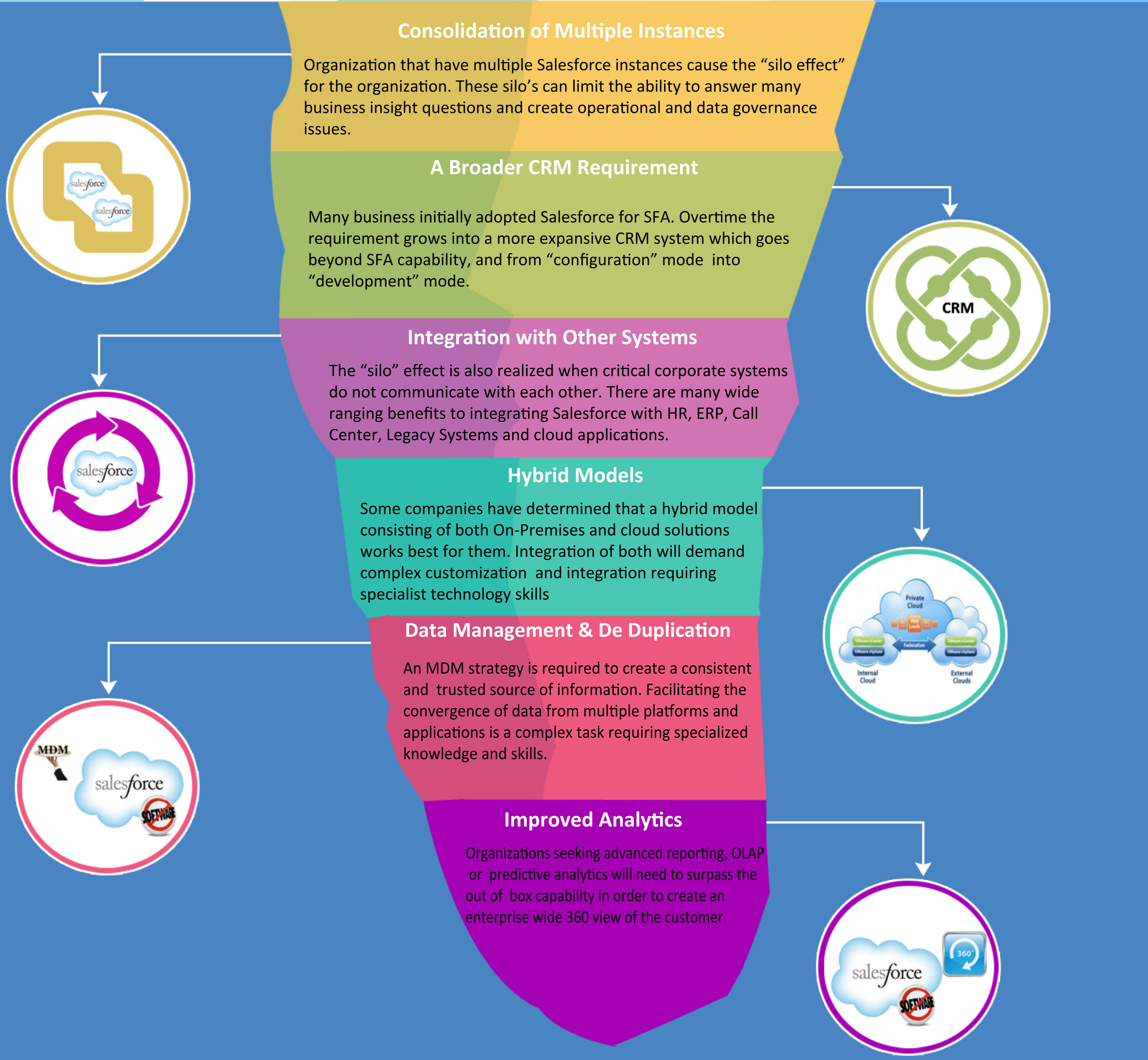# Implementing Salesforce Is Just The Tip Of The Iceberg – But Like Icebergs The Perils Lie Below The Surface

At the enterprise level organizations are taking Salesforce beyond a departmental SFA in order to create, a singular information management environment…

## Consolidation of Multiple Instances

Organization that have multiple Salesforce instances cause the "silo effect" for the organization. These silo's can limit the ability to answer many business insight questions and create operational and data governance issues.

## A Broader CRM Requirement

Many business initially adopted Salesforce for SFA. Overtime the requirement grows into a more expansive CRM system which goes beyond SFA capability, and from "configuration" mode into "development" mode.

## Integration with Other Systems

The "silo" effect is also realized when critical corporate systems do not communicate with each other. There are many wide ranging benefits to integrating Salesforce with HR, ERP, Call Center, Legacy Systems and cloud applications.

## Hybrid Models

Some companies have determined that a hybrid model consisting of both On-Premises and cloud solutions works best for them. Integration of both will demand complex customization and integration requiring specialist technology skills

## Data Management & De Duplication

An MDM strategy is required to create a consistent and trusted source of information. Facilitating the convergence of data from multiple platforms and applications is a complex task requiring specialized knowledge and skills.

## Improved Analytics

Organizations seeking advanced reporting, OLAP or predictive analytics will need to surpass the out of box capability in order to create an enterprise wide 360 view of the customer.

**To successfully navigate some of the threats that lie below the surface you are going to need enterprise level CRM optimization services, and a partner that has the expertise and delivery method to provide. Eagle Creek Software Services is such a partner**

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