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INTELSAT.

Industry: Telecommunications
www.intelsat.com

Challenges

- Reduce time and effort required to update customer accounts
- Improve data accuracy, quality, and currency for real-time view into inventory availability
- Simplify bandwidth asset and inventory management for better strategic decision making

All around the world

Global leader in satellite communications and networking uses GridBuddy to accelerate asset management by 90% across global offices.

MAINTAINING A STRONG CONNECTION

When it comes to keeping a global business connected, smart companies turn to Intelsat for help. The company provides innovative connectivity solutions--data and telecoms, satellite, and mobility--that help customers on all seven continents future-proof their businesses and seize new market opportunities to grow their operations.

As a premier provider of satellite connectivity to remote locations, Intelsat relies on accurate bandwidth inventory data--stored as service and service line item custom objects under the Salesforce opportunity--to make strategic decisions about how best to commit satellite assets to customers requesting service.

However, using the native Salesforce interface to create and edit service line item records was burdensome for salespeople and service managers. Product and service line data was not easily related to account opportunities, requiring team members to relate them from memory when working with individual services or service line item records.

Solution

Intelsat uses GridBuddy to create multi-level list views and personalized views that bring together data from multiple sources with just a few clicks to create a scalable, intuitive single user experience for everyone on the team. Intelsat account managers can easily edit, sort, and filter from within any record or field to keep essential information up to date with maximum efficiency.

Business Outcomes

- Created a contextual view of existing or upcoming deals, accessible by account teams around the world
- Accelerated asset and inventory management activities by 90%
- Improved data quality and accuracy for more informed decision making

" If you have more than one object to manage in Salesforce (and who doesn't!), then GridBuddy is the way to go. It fills a huge need in Salesforce in a way that can be configured to meet any business's demands. With GridBuddy, you don't have to worry about whether you can do something – you just have to ask yourself what you want to do.

– **Mark Brailsford,** Manager of Digital Marketing, Intelsat

Often, the the time and energy required for simply updating a record and service line information was excessive, prompting account managers to leave the tasks for a later time to focus on something less time-consuming and more productive instead. As a result, account information was frequently outdated or inaccurate, making account decisions more challenging and increasing the likelihood of a poor customer experience due to overcommitting bandwidth or satellite assets and not being able to fully deliver on their promise.

A WHOLE NEW VIEW

Intelsat turned to GridBuddy by AppBuddy for help improving data quality to fuel faster, more insightful decision making in complex sales cycles. With GridBuddy, Intelsat sales and account managers have a contextual view of all aspects of a deal directly in the Opportunity page.

Intelsat uses GridBuddy to create multilevel list views that team members can easily edit, sort, and filter for maximum efficiency. Unlike other solutions that require custom development or long deployment timelines, GridBuddy features custom views with simple point-and-click configuration for rapid, code-free deployment without having to rely on IT or expensive code experts.

Now, Intelsat can build personalized views that bring together data from multiple sources with just a few clicks to create a scalable, intuitive single user experience for everyone on the team. The streamlined list views enable salespeople and service managers to easily see and edit service and service line item data at any time, sort related lists by multiple columns, and filter from any field to dramatically reduce the time and effort required to keep essential data current.

The new workflows make it easier than ever to keep information current for more accurate service quoting and inventory management, and simplifies reporting on key customer accounts to share with account teams around the globe.

SIMPLE, ACCELERATED ASSET MANAGEMENT

GridBuddy has helped transform Intelsat's account and inventory management operations. Salespeople and service managers have adopted GridBuddy instead of the native Salesforce UI to manage satellite assets related to a deal, leveraging the contextual view of all aspects of a deal to quickly and regularly update information.

Standardizing data management on GridBuddy has accelerated managing satellite asset and bandwidth inventory data by 90% and significantly improved the quality of information the company's global workforce relies on to sustain the business. Now, account managers can more confidently discuss bandwidth service availability with prospective customers and better align available assets with current and future customer demands for maximum utilization.

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Intelsat operates the world's first Globalized Network, delivering high-quality, cost-effective video and broadband services anywhere in the world. Intelsat's Globalized Network combines the world's largest satellite backbone with terrestrial infrastructure, managed services and an open, interoperable architecture to enable customers to drive revenue and reach through a new generation of network services.
www.intelsat.com

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AppBuddy is the industry leader in grid productivity solutions that simplify complex work, enabling businesses to create a single user experience from disparate business applications and data, and let users to get their work done fast. AppBuddy takes the enterprise systems you have and intelligently turns them into applications that are loved by end users.
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