

# LaunchVic moves to single stakeholder view for improved operations

**Customer name:** LaunchVic

**Location:** Melbourne, Victoria

**Industry:** Public sector



**Established by the Victorian government, LaunchVic is an independent agency that works in partnership with entrepreneurs, industry, business, the community and educational institutions to strengthen Victoria's entrepreneurial and startup ecosystem.**

"Right from day one, the System Partners team was able to quickly establish a trusted working relationship with us that was maintained throughout the project. Their real-world pragmatism allowed us to get more value from the engagement than what was initially proposed, and their collaborative approach meant we were across everything and felt in control, at all stages of the project.

"Despite the complexity of the challenges addressed, the team was able to provide clarity and guidance, to help us focus on the right things at the right time. The turnaround time for the entire project was particularly fast, taking less than two months for the full implementation and integration of Salesforce CRM and Salesforce Marketing Cloud.

"To ensure that we got what we needed to use the systems by ourselves once they moved off the project, the team was also incredibly helpful and flexible in their approach to training. I would not hesitate in recommending the team at System Partners."

**Kate Cornick**, CEO, LaunchVic  
August 2020

## Challenge

System Partners was engaged by LaunchVic in early 2020 to support their operations and marketing teams. Their teams faced numerous challenges, including:

- High reliance on manual data entry, reporting and analysis
- A number of disparate third-party applications and data sources which were used to conduct CRM-type activities. This resulted in LaunchVic having no centralised information and onerous user experience.

## Solution

Through a series of discovery and design workshops, System Partners took the time to learn and understand LaunchVic's current landscape and their specific requirements.

After ascertaining the need for a centralised CRM platform and a single source of truth, System Partners and LaunchVic worked together to implement Salesforce CRM and Salesforce Marketing Cloud (Multichannel Marketing Automation), which were both configured to LaunchVic's unique needs. System Partners' comprehensive documentation of the solution and hands-on training helped the LaunchVic team quickly grasp the systems and enabled them to fully utilise the tools

with little disruption to their ongoing operations. By working hand in hand with LaunchVic, System Partners was able to tailor the solution throughout the project, ensuring the design aligned with their specific requirements.

## Results

With a new Salesforce CRM and Salesforce Marketing Cloud in place, LaunchVic has now:

- Increased their level of stakeholder engagement by giving all LaunchVic staff a shared view of each and every stakeholder
- Enhanced their communication effectiveness, through the ability to segment their database and send targeted, personalised communications with Marketing Cloud customer journeys
- Utilised Salesforce real-time analytics to analyse and make data-driven decisions. This, in turn, has been used to better inform government policy and improve community services
- Automated and streamlined processes to increase the team's efficiency levels.

Finally, the various training methods used, including face-to-face, hands-on sessions with written guides and training videos, allowed the LaunchVic team to quickly upskill and effectively use their new systems independently.

## About System Partners

As part of DXC Technology, System Partners offer market-leading solutions at a global scale, while upholding our agile and personalised service level to customers. As one of the largest and most experienced Salesforce Platinum Partners in Australia and New Zealand, System Partners has successfully delivered hundreds of projects over the past decade. System Partners has partnered with Salesforce since 2008. During that time, we have continued to evolve and adapt to the shifting opportunities and challenges in the business and technology landscape – to drive digital transformation and deliver tangible business results for our customers.

**[dxc.technology/au/systempartners](https://dxc.technology/au/systempartners)**

### About DXC Technology

DXC Technology (NYSE: DXC) helps global companies run their mission critical systems and operations while modernising IT, optimising data architectures, and ensuring security and scalability across public, private and hybrid clouds. With decades of driving innovation, the world's largest companies trust DXC to deploy our enterprise technology stack to deliver new levels of performance, competitiveness and customer experiences. Learn more about the DXC story and our focus on people, customers and operational execution at **[www.dxc.technology](https://www.dxc.technology)**.