

StarrData Team as a Service

Maximize Your Salesforce
ROI with Proactive,
Holistic & Comprehensive
Managed Services



The Challenge

Hiring, retaining and managing skilled Salesforce talent is difficult and expensive.

Salesforce is a complex and expansive product. No single person can master all the skills needed to get the most out of it, which is why StarrData provides a fractional team of six Salesforce experts trained to maximize Salesforce ROI.

The Solution

What if there was a service that was like having your own Salesforce team?

StarrData Team as a Service (STaaS) provides you with a team of certified Salesforce architects, developers, consultants, analysts, and administrators—all of whom are trained to work together and experienced at doing so. Starting with an in-depth Business Review, we will co-create a custom plan with action steps organized and delivered per your priorities. We share best practices proven to produce success. We collaborate with selected members from your organization to implement Salesforce-based solutions that support your business plans, which can be modified as your business grows.



“StarrData has provided us with the tools to focus on what’s important in our business and prompt high-quality service to our Salesforce build.

“We are delighted by how well they get what we do, how we do it, and what increases the value Salesforce brings to Interior Services.”

– Kurt Luginbuhl,
President,
Interior Services



“In the past 5 years, I have worked with StarrData, utilizing their administrative services to enhance our Salesforce platform and provide maintenance support. They have always responded quickly, and their expertise has provided critical solutions to business challenges.

“The valued partnership is a resource that we don’t have internally, and they work well with us as an extension of our team to accomplish objectives.”

– Philip Sinn,
VP of Finance,
Elevation Energy

Proactive Support

The StarrData Team will create and implement a Salesforce strategy that achieves your goals.

The StarrData team consists of a technical lead who organizes and coordinates long-term planning and sequencing of deliverables with engineers that provide deliverables based on your goals. This includes periodic business reviews where we discuss your goals while focusing on improving user adoption and determining strategies for leveraging Salesforce throughout the business to make you more efficient.

Responsive Support

The StarrData Team solves your problems quickly as soon as they arise.

A dedicated StarrData Salesforce administrator is assigned to your account serving as your primary point of contact for responsive support. Your designated administrator diagnoses and solves the issue quickly or escalates it to the senior engineer if it is more complicated.



The Team

Solution Architect

Designs tailored solutions to address specific business goals and challenges, while ensuring optimal system performance and scalability.

Salesforce Consultant

Collaborates with you to customize and implement solutions tailored to your requirements; enhances the user experience to streamline operations and boost productivity to support business growth.

Salesforce Administrator

Provides technical support to resolve routine Salesforce issues, such as creating reports and dashboards, implementing and maintaining automation, and managing users and licenses; as your daily contact, your Salesforce admin can escalate to your dedicated Salesforce engineer when more challenging issues arise.

Salesforce Developer

Develops code in the Salesforce programming languages (APEX and Visualforce) to customize its look and feel and create new functionality.

Business Analyst

As needed, creates a summary presentation documenting the customized plan and roadmap, analyzes and summarizes results from user surveys (if used), and handles other engagement related tasks.

Engagement Coordinator

Oversees the planning, execution and delivery of services, while ensuring alignment with business objectives, timely completion, and effective resource utilization.

Outsource vs. Inhouse

Employing a small in-house Salesforce team can cost \$300,000 to \$500,000 or more per year in salary plus benefits. US Salesforce administrators earn an average salary of \$133,000, while Salesforce architects average \$191,000, and Salesforce consultants average \$175,000. Recruiting and managing a Salesforce team is costly, and it's common for Salesforce talent to leave for higher-paying positions.

StarrData Salesforce experts have 60+ years of experience working with Salesforce and over 800 companies. This provides them with experience and familiarity with Salesforce issues and use cases. An in-house team does not get this experience from working with one company. Our experts work efficiently and effectively, doing work in less time because they have encountered similar Salesforce issues before.

Here are two common fallacies about the value of inhouse Salesforce administration:

Fallacy #1: it's quicker to work with an in-house employee

Several skills needed to effectively maintain and administer Salesforce, let alone optimizing, enhancing, and integrating it with line-of-business software (accounting, project management, etc.) and other Salesforce apps.

Additionally, there's often a skills mismatch. If Salesforce development is needed but is implemented by an admin, it will be ineffective and likely cause problems down the line. If Salesforce administration is needed but is performed by a developer, you're overpaying.

Fallacy #2: an internal resource understands my business better

Through working with businesses like yours, StarrData has accumulated a vast knowledge of industry best practices and has developed a proven process to quickly develop a deep understanding of your business, goals, and culture. This enables us to create Salesforce plans that align with them and maximizes your ROI – to which any StarrData client with attest.



“Salesforce is a complex product and we couldn't use it off the shelf. It needed to be built out to match our business. StarrData took the time to understand our business model and sales processes.

“Now our Sales reps are building consistent quotes and following the process—things aren't getting missed and everything is being done through the system in a guided way.”

– Roman Malanke,
Director of GTM
Operations,
Moveworks