

CIOReview

ISSN 2644-237X

CIOREVIEW.COM

SEPTEMBER - 2020

The Navigator for Enterprise Solutions



Awarded by CIOReview

Highbridge



Awarded by CIOReview

The annual listing of 10 companies that are at the forefront of providing Customer Relationship Management CRM consulting/services and transforming businesses

Highbridge

Partners in the Digital Transformation Journey



Highbridge’s genesis is the result of a world-class team joining forces to mitigate the challenges faced by enterprise Salesforce customers. For over two decades, Douglas Karr, Shane Smith, Manash Sahoo, and John Underwood have worked and led companies within the Sales and Marketing Technology ecosystem—in product management, integration, and business development—advising and deploying successful technology implementations. Throughout their career, they observed that organizations recognized the need for digital transformation but were overwhelmed with options, priorities, resources, and platforms. While partner companies were executing requirements, no one was helping the customer’s leadership develop the vision of digital transformation—from internal automation through external customer experience. According to McKinsey & Company research, 70 percent of complex, large-scale change programs don’t reach their stated goals. Partner companies often fail to understand the nuances around transformation, lack experience with external platforms, and struggle to align the technology with the resources and processes of their clients.

Driven by this realization, the quartet decided to merge their exceptional prowess and experience and become partners to these organizations, leading to Highbridge’s inception. The company helps Salesforce customers to develop digital transformation roadmap by assisting them with various processes such as vendor selection, contract negotiation, roadmaps, and vision. Highbridge ensures that these organizations accelerate business value from their technology investment by developing engaging customer experiences that drive measurable business results. The company also helps partner companies implement solutions for their customer’s transformation vision, acquiring a leadership approach during the engagement. “We partner with our clients to drive their digital transformation. We help them to best utilize technology for developing people, processes, and platforms,” says Douglas Karr, co-founder of Highbridge.

Unique to Highbridge is its approach while partnering with business leaders to digitally transform their organization. Instead of growing billable hours, the company focuses on exceeding the expectations of the implementation. With cross-cloud expertise in all Salesforce products and solutions,

the company assists organizations in understanding and implementing Salesforce stack to achieve success. Highbridge not only advises organizations to determine their digital transformation roadmaps and technology selection but also deploy strategies and integrations for the solutions. Regulations and security is a critical element for deploying enterprise solutions. To that end, the company has partnered with leading compliance experts to ensure high-end privacy and security measures. Further, Highbridge also provides marketing consulting services to increase talent acquisition and customer retention. The company's managed service offerings include scale-up, seasonal, and flexible human resource planning.

Highbridge has a proven process that ensures successful client engagement every time. The consistent and phased approach helps the company to build collaboration and mitigate issues of clients. The first stage involves the discovery phase, where Highbridge conducts one-to-one conversations with internal employees from top leadership to bottom, identifying the gaps in internal processes and where automation can be utilized to increase productivity. The company also analyzes the industry, competitor data, and the client's business performance that helps them to create a prioritized roadmap. The next phase is developing a strategy with the client and software provider by realizing how technology can be fit in and work with Salesforce to identify the right products for the client. Highbridge spends extra time and effort in integrating the strategy for clients, including deployment, migration, and execution. Along with implementing CRM and marketing platforms, the company ensures that the staff are well-trained and help them produce dashboards and reports for future use. Unlike other companies, Highbridge has a final phase of optimization where they measure the impact of implementation and identify any additional gap that needs to be addressed. "We provide a 360-degree loop for our clients, where we are constantly working hand-in-hand with the leadership to help improve results," remarks Karr.

Karr observes that the current global pandemic has established CRM as a central repository to fully research, respond, and understand the customer. With a distributed workforce, it has become an essential tool and emphasizes the critical aspect of digital transformation to enhance the customer experience. Highbridge, partnering with clients across every industry, has successfully mitigated the pandemic's impact and helped them thrive. Whether

its retail or financial technology industry, the company analyzes the current market changes and create strategies accordingly. Highbridge's industry portfolio also includes healthcare and life sciences that form the backbone of its revenue, where the company helps them manage internal resources and outsourcing talent. Their work with non-profit organizations—handling donations, political grants, B2B, and B2C strategies—is a testimony to Highbridge's ability to fit into the complex world of multiple channels and hierarchies.

Illustrating Highbridge's ingenious services' efficiency, Karr highlights an instance where the company helped a retail and e-commerce client implement CRM and marketing technology. Before approaching Highbridge, they had spent almost 2 million dollars for the implementation and failed to see projected results, causing disappointment among internal staff. Highbridge went in and did a three-week implementation with the leadership team. The company interviewed staff from the top-to-bottom tier and analyzed the accounts, helping them identify the source of profitability and attention-seeking areas. The

client had their resources spread across different initiatives, and only one was driving profitability. Highbridge provided a detailed roadmap of implementation, focusing on a single strategy, thus increasing the results. The company was able to take the client from a position where they were getting ready to remove all initiatives to a place where they achieved successful results and maximized revenue.

Along with these exceptional consulting services, Highbridge is deploying innovative development pods—a collection of talent—where they recruit, train, and develop the talent clients need so that they can hire them if needed. The company essentially introduces certified developers to business and helps them work with senior leadership gaining professional experience for their future endeavors. "We saw a gap between people's education and capabilities. They could get certified on software but never had the business acumen to implement, so we introduced our pod where they can work on projects and clients can hire the talent," explains Karr. Currently, Highbridge is developing veteran-focused and minority-focused pods to help organizations search for talent diversity. With unique capabilities and technical prowess, the company continues to partner with its clients in their digital transformation journey. 



We partner with our clients to drive their digital transformation. We help them to best utilize technology for developing people, processes, and platforms