



# AHF REACHES FARTHER WITH SALESFORCE



Some eat steak.  
We eat software.

**WE EAT  
SOFTWARE**

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# EXECUTIVE SUMMARY

Los Angeles-based AIDS Healthcare Foundation (AHF) is a nonprofit, tax exempt 501(c)(3) global organization providing cutting-edge medicine and advocacy to more than one million people in 36 countries. A truly independent voice in their mission to rid the world of AIDS, AHF's operating capital comes from their own self-created social enterprises.

AHF Pharmacies, thrift stores, healthcare contracts and other strategic partnerships generate funding that helps AHF provide medical and advocacy services across the globe.





# CHALLENGES

AHF is all about outreach. How do you reach over one million people in need of HIV/AIDS information, medicines, and care? How do you track all of the people with whom you connect? How do you become and equally maintain that live changing connection?

The answer for AHF is Salesforce.com's Customer Relationship Management cloudbased solutions. Salesforce.com is an incredibly powerful solution, focused on connecting to customers in a whole new way. However, a new Salesforce.com implementation can be a bit daunting in some situations due to that broad offering of capabilities. In addition, AHF needed to connect with a multi-cultural audience on a worldwide basis, integrate customers, prospects, AHF workers and outreach staff – while also integrating with a host of separate legacy systems – such as health care and pharmacy systems.





# SOLUTIONS

Faye knows Salesforce.com – but possibly even more importantly, Faye knows global business. Faye worked hand-in-hand with AHF’s many stakeholders to define and create the appropriate workflow needed to connect these people in a way that made sense to each of them. Then, Faye worked with AHF’s internal IT experts to create the various data integration bridges between those legacy systems and Salesforce.com – in a way that is HIPAA compliant, focused on privacy and data integrity, and supports the mission.



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# LASTING RESULTS

AHF now uses Salesforce.com as the backbone of its global operations, connecting people around the globe, with new areas being added to the Salesforce.com ecosystem every month. Faye is extremely honored to help support their mission.

“Faye has provided us not only with exceptional Salesforce.com and CRM expertise through the global rollout of many complex, multi-partner, and multi-system initiatives; they also innately understand the cultural and operational differences of a nonprofit,” said Claudia Carlotti, Director of IT.





At Faye, we love software. We eat it, breathe it, and built it. Our mission is to make the best software in the world even better by helping clients lead the way with software strategy, deployments, integrations and technical support.

With us is better than without us. As an Inc. 5000 award winner seven years in a row, we help mid-market and enterprise clients globally achieve up to 10x productivity returns by leveraging the hidden potential within Zendesk, SugarCRM, Salesforce, HubSpot, and more.

There is no ceiling to what we can achieve with a lot of caffeine and an uncompromising commitment to make software better. We are intensely passionate about eating your software complexity and challenges, so that you don't have to.

Our flagship offering, AXIA by Faye™ bundles our IP, capabilities and pre-built software enhancements into one monthly or annual subscription. The result - A partnership that drives lasting value and optimization even as you grow.

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818-280-4820  
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