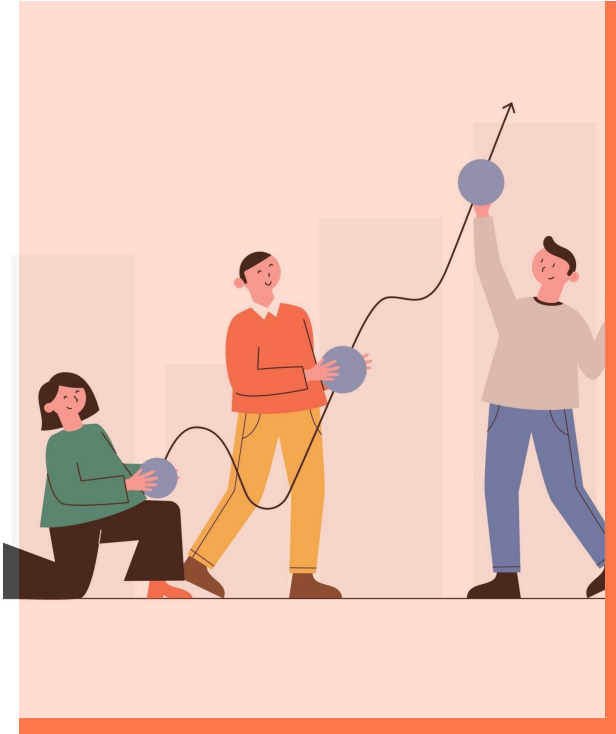


# Guide to Scaling Your Salesforce Practice with Staff Augmentation



**RaagviTech**

# Introduction



As a Salesforce partner, you're likely all too familiar with the challenges of scaling your practice. Landing new clients is exciting, but it also means delivering on more projects, often requiring skills that may stretch your current team. Staff augmentation - bringing in external resources to supplement your core team - can be a powerful solution. This guide will explore when and how to effectively use staff augmentation to scale your Salesforce practice, deliver excellent service, and grow your business.

# Key Elements of Staff Augmentation



## Key Elements of Staff Augmentation

- Introduction to Staff Augmentation and its role in addressing rapid growth.
- Factors determining the need for staff augmentation.
- Criteria for evaluating potential staff augmentation partners.
- Best practices to ensure successful staff augmentation engagements.



**RaagviTech**

# Understanding Staff Augmentation



## Concept of Augmentation

Bringing in external resources to supplement your core team.



## Benefits of Augmentation

Allows you to meet project demands without overloading your team, offering a flexible solution.



## Distinguishing from Traditional Hiring

Differs by providing temporary resources without the need for long-term commitments.



**RaagviTech**

# The Flexibility Advantage



## Ramping Up and Down

Staff augmentation enables you to quickly adjust your team size as project requirements change, providing the flexibility to scale up or down based on demand.



## Specialized Skills

By leveraging staff augmentation, you can access specialized skills for specific projects without the long-term commitment of hiring full-time employees.



## Tailored Team Size

Staff augmentation offers the flexibility to augment your team with additional resources on a project-by-project basis, tailoring your team size to each unique client engagement.



## Long-Term Commitments

Avoid the constraints of permanent hires and benefit from the ability to adjust your team's capacity in response to business fluctuations, ensuring optimal resource utilization.



**RaagviTech**

# When to Consider Staff Augmentation

**Rapid growth:** Augmentation helps meet demand without overloading your team during growth spurts.

**Skill gaps:** External experts fill specialized skill gaps not present in your core team.

**Flexibility:** Allows ramping up for projects without long-term commitments, ideal for handling short-term spikes in demand.

**Cost management:** Balances service delivery with maintaining healthy margins, offering a cost-effective solution.



**RaagviTech**



# Navigating Rapid Growth

## Rapid Growth Challenges and the Role of Staff Augmentation

- Staff augmentation enables swift augmentation of your team's capacity to meet growing project demands.
- External resources can provide immediate support during peak periods of growth, ensuring project continuity and quality service delivery.
- Augmented staff bring specialized skills to address project requirements during phases of accelerated growth, enhancing your team's capabilities.

## Addressing Skill Gaps



New product launch delayed by 2 months due to development setbacks.



Customer churn rate increased by 5% due to product performance issues.



Revenue increased by 20% YoY due to new enterprise clients.



RaagviTech



# How to Evaluate Potential Staff Augmentation Partners

1

Look for partners with certified professionals who have proven track records delivering the services you need.

2

Seek out partners who understand your clients' industries for delivering tailored solutions.

3

Evaluate potential partners' communication protocols and collaboration tools for effective integration with your team.

4

Confirm that potential partners can provide the resources you need now and in the future as your business grows.

5

Compare rates among potential partners and ensure they align with your financial model.

6

Ask for and check client references, particularly those similar to your business, to gauge past success and future performance.

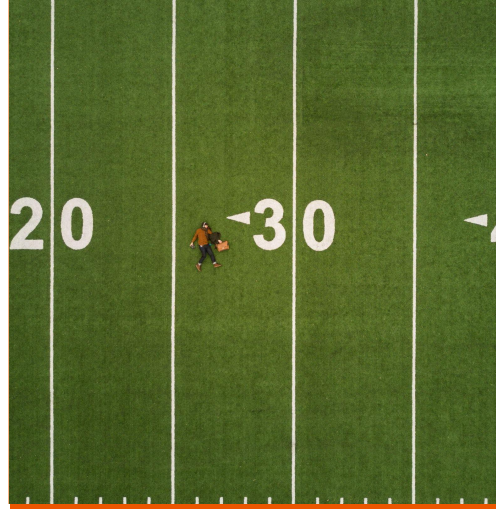


# Salesforce Expertise and Certification



## Salesforce Expertise

Look for partners with certified professionals who have proven track records delivering the services you need.



## Certification Standards

Ensure staff augmentation partners have relevant Salesforce certifications to guarantee high-quality service delivery.



## Proven Track Records

Verify the partner's history of successful Salesforce project deliveries to assess their competence and fit for your needs.



# Understanding Industry Needs



Look for partners with deep industry knowledge to provide tailored solutions that align with client expectations.



Partners with certifications and a track record in your industry are more likely to understand and meet your specific needs.



Industry-savvy partners can enhance customer satisfaction by delivering solutions that resonate with the sector's requirements.



Their industry knowledge can help drive business growth and improve client retention by offering specialized, effective solutions.



Benefit from partners who can apply industry insights to problem-solving and innovate within the sector.



Keeping up with market trends, industry partners can help you gain a competitive edge and offer cutting-edge solutions.



**RaagviTech**

# Communication and Collaboration Tools



## Key Communication Tools

Effective staff augmentation requires clear processes for seamless integration with your team.

Evaluate potential partners' communication protocols and collaboration tools.

Ensure communication is efficient and transparent throughout the project.



## Key Collaboration Tools

Look for partners with certified professionals who have proven track records delivering the services you need.

Seek out partners who understand your clients' industries.

Effective staff augmentation requires clear processes for seamless integration with your team.



**RaagviTech**

# Comparing Pricing and Value

## Pros

- ✓ Comparing rates among partners ensures alignment with financial models.
- ✓ Accounting for expertise and flexibility in pricing can lead to high value.
- ✓ Helps in maintaining healthy profit margins for your business.

## Cons

- ✗ Lower pricing may sometimes be associated with lower quality or expertise.
- ✗ Finding the right balance between cost and value can be a challenge.
- ✗ Initial costs might be higher, but long-term benefits could outweigh the upfront investment.

# Leveraging Client References

## Evaluating Client References

Ask potential partners for client references, specifically from projects similar to yours. Contact these references to gain insights into the partner's performance, collaboration, and project outcomes.

## Importance of Past Success

Past success with clients similar to your business is a strong indicator of a partner's potential to meet your needs. Verify project success stories and how well the partner integrated with the client's team.

## Validating Expertise and Service Quality

Check the certifications and expertise of the staff that would be augmented to your team. Ensure that the partner's team has the necessary skills to enhance your service delivery.

## Assessing Cultural Fit and Communication

Evaluate how well the partner's team communicates and collaborates. Assess cultural fit to ensure smooth integration and effective collaboration, critical for successful staff augmentation engagements.



# Best Practices for Successful Staff Augmentation Engagements

Clearly define project scope and expectations upfront to avoid misunderstandings and scope creep.

Set up regular check-ins and feedback loops to address any issues early and ensure the engagement stays on track.

Treat augmented staff as part of your team to maximize collaboration and project outcomes.

Start with a small project to test the relationship before committing to larger engagements, evaluating quality, communication, and cultural fit with lower risk.

Assign an internal point of contact to manage the relationship for clear communication and accountability.

Integrate augmented staff into your project management and communication processes to ensure they have the necessary information and resources to succeed.



**RaagviTech**

# Case Studies: Salesforce Partners Succeeding with Staff Augmentation

## Blackthorn.io Case Study

- Blackthorn specializes in Salesforce-native payment processing and event management apps that help businesses save time, streamline processes, and get more value from Salesforce.
- With support from RaagviTech's experienced Salesforce developers, Blackthorn has been able to keep up with bug fixes and accelerate the development of new features without overextending the company's budget
- This success led to additional projects and a 20% increase in revenue.

## QuestMortgage Case Study

- QuestMortgage needed a partner with financial services experience & high-level Salesforce development skills who could commit full-time support to the project for several years.
- Raagvitech provided QuestMortgage with a full-time team of Salesforce Developers. Our team worked with QuestMortgage on a series of development and integration projects including integrating MongoDB with Salesforce, developing a custom mortgage agent assignment process, automating critical customer updates, updating the UI, and speeding up data loading times.



**RaagviTech**



## Conclusion

1

Staff augmentation is a powerful tool for Salesforce partners to scale their practice, fill skill gaps, and deliver excellent service to clients.

2

Careful evaluation of potential partners based on Salesforce expertise, industry experience, communication, collaboration, scalability, and pricing is essential.

3

Adhering to best practices, such as defining project scope, treating augmented staff as part of the team, and starting with small projects, can lead to successful staff augmentation engagements.



**RaagviTech**



# RaagviTech Overview

## Unmatched Expertise and Flexibility

- RaagviTech is the go-to partner for businesses seeking Salesforce solutions. Our certified experts deliver a range of services, from staff augmentation to project delivery, ensuring quality and success at competitive rates.
- RaagviTech offers flexible, scalable, affordable, and reliable development support to Salesforce ISV & SI partners.
- RaagviTech Expertise:
  - Sales Cloud ● Service Cloud ● Commerce Cloud ● Experience Cloud ● CPQ ● Einstein ● Financial Services Cloud ● Health Cloud ● EDU Cloud ● Slack ● Mulesoft ● Tableau

Excited to collaborate? Let's connect!

Contact:

Amy Oplinger, VP of Sales and Business Development

[amy.oplinger@raagvitech.com](mailto:amy.oplinger@raagvitech.com)

216-236-8362

**[Book an intro call](#)**



**RaagviTech**