



## **Forbes: Why App Rationalization Could Bring Your Next IT Practice Breakthrough**

Application rationalization could be the key to your next breakthrough in IT practice management. It's a valuable exercise for organizations to improve the technology foundation, increase agility and cut costs. Learn more on how you can manage your IT transformation and modernization projects with patience and proven practices to break out from under a cloud of redundancy that burdens so many businesses today.

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## Five Tips for Successful Salesforce Sales Cloud Implementation

Salesforce Sales Cloud is one of the best CRMs to use in support of B2C and B2B sales, marketing, and customer activities. But once you've chosen to implement Salesforce Sales Cloud, how can you ensure that you'll get the best results? We've compiled a list of tips to help.

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### Transforming Customer Lifecycle Services for a Fortune 500 Manufacturer



## Transforming Customer Lifecycle Services for a Fortune 500 Manufacturer

Emerson faced several IT challenges around their customer lifecycle services, including modernizing inherited ERP systems and improving the user experience of their mobile app. Learn more about this Fortune 500 manufacturer's quest to become more customer-centric and profitable.

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