# The Context

## Case Study: Aquiva Labs & Halosight

*At Aquiva Labs we specialize in helping independent software vendors (ISVs) like Halosight to deliver on their Salesforce AppExchange vision.*

Halosight turned to Aquiva Labs as one Salesforce's most experienced cloud consulting partners and a certified Product Development Outsourcer (PDO), to build out their unique application and achieve long-term success on the Salesforce AppExchange.

Halosight is a US-based augmented analytics company whose application works natively within Salesforce, helping to unlock the potential information found in customers' unstructured data hidden within the Salesforce environment.

Halosight's Natural Language Understanding lets its customers use existing help desk notes, support emails and Salesforce Chatter feeds to make better decisions and do more with the data they already have.

AQUIVA LABS

halosight

# The Case Study

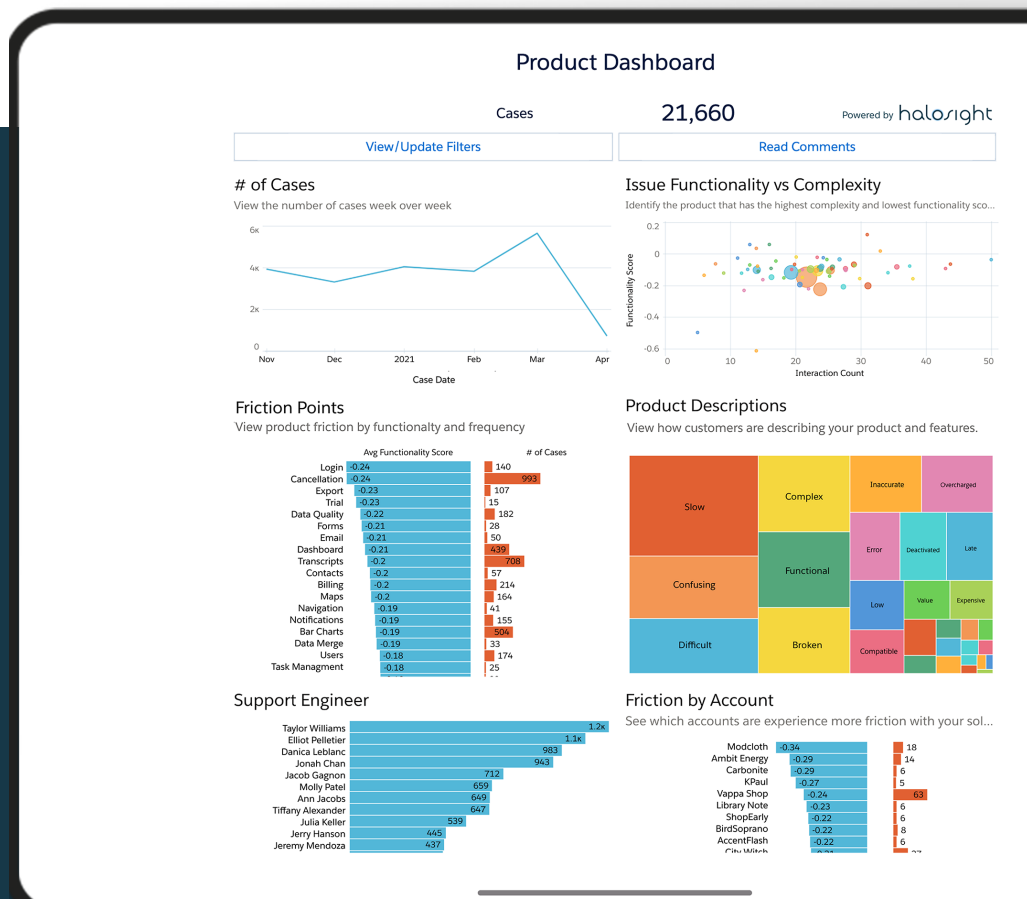## Unlocking Unstructured Data In Salesforce

As opposed to structured data, which is easily found, already organized, and importable for further use, unstructured data is easily described as disorganized data – hard-to-find information found in emails, documents, texts, chat messages, videos, webpages, call logs and other digital sources which don't use any form of data structure.

By going through and analyzing information found in sources such as texts, Salesforce Chatter chat sessions, documentation, and case notes, Halosight is able to pull valuable information about products, engagement, customer service, adoption, etc., thus opening up a lot more useful information not found in the thousands of rows sitting in Salesforce's structured database tables. The newly found unstructured data is then fed into Salesforce's Tableau CRM and displayed in accurately composed Lightning Reports and dashboards.

Halosight's goal was to provide a seamless and familiar experience for its customers on the Salesforce AppExchange and worked with Aquiva Labs as Salesforce development experts to successfully navigate the AppExchange's complex architecture, processes and policies.
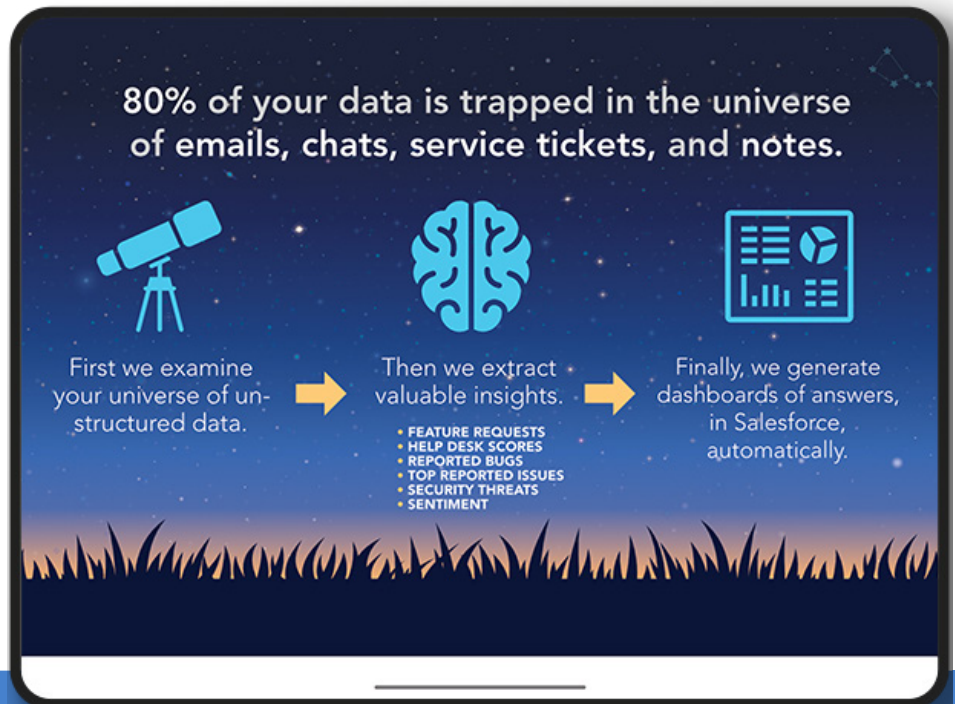
Example of Halosight Platform - Customer view of the Product Dashboard.

*"Aquiva Labs did an awesome job helping us build our AppExchange offering. We needed a partner with deep Einstein Analytics ISV development experience and we got exactly that. We also got a partner that knew how to navigate the Salesforce ISV partner ecosystem extremely well. There were several instances during the project where they leveraged their relationships with Salesforce to help keep the project moving in a timely fashion."*

# The Challenge

## Long term success on the Salesforce AppExchange

80% of your data is trapped in the universe of emails, chats, service tickets, and notes.

First we examine your universe of un-structured data.

Then we extract valuable insights.
- FEATURE REQUESTS
- HELP DESK SCORES
- REPORTED BUGS
- TOP REPORTED ISSUES
- SECURITY THREATS
- SENTIMENT

Finally, we generate dashboards of answers, in Salesforce, automatically.

## In advance of the development of the Halosight application, there were several critical considerations to address:

**ARCHITECTURE AND SECURITY BEST PRACTICE**
Halosight needed assurance that their product was going to be designed and developed in adherence to the nuances of Salesforce's architecture and security best practices. For example, Halosight needed to make sure they had the right hooks to work with Salesforce's Einstein Analytics service. In addition, being able to use a UI familiar to Salesforce customers was key to Halosight's adoption amongst its clients. Halosight also wanted to get CI/CD and Test Automation done right the first time around, which when done properly on Salesforce, drives efficiency and time-to-market.

**EFFICIENT AND EFFECTIVE APPEXCHANGE NAVIGATION**
Halosight was looking for a partner that was an expert in the Salesforce AppExchange and that could effectively navigate them through this process. They also wanted to ensure that the company they worked with was able to quickly resolve any potential bottlenecks in the AppExchange.

**GUARANTEED LONG-TERM SUCCESS**
Halosight was not just looking for short-term success for its unstructured data analytics services, they wanted a partner who could guarantee long-term success from day one. Halosight's software solution needed to be built to be self-sufficient and sustainable, even after it's been in the AppExchange for a long time.

**A CONSULTATIVE PARTNERSHIP**
The internal development team at Halosight had a complete roadmap of features for their own unique industry-leading product, but they didn't have the bandwidth to become Salesforce product development experts hence were looking for an expert partner in this field.

# The Solution

## An unrivaled data analytics services app

Although a relatively new player in the Salesforce space, Halosight has already helped countless customers do more with the data they already had; augmenting their analytics and enabling them to make better decisions.

Halosight helps refine how data analytics can go beyond using just structured data, by elevating unstructured data to a higher level of importance. As it continues to execute on its vision, Halosight will grow to be an increasingly important integration resource for its customers.

Available on the Saleforce AppExchange, Halosight delivers the best designed, developed, and supported experience for unstructured data analytics services in the Salesforce Ecosystem.

# Halosights's journey with Aquiva Labs entailed the following:

**PREPARING FOR THE APPEXCHANGE**
With Aquiva Labs' expertise and first-hand knowledge of the AppExchange, Halosight was able to successfully go through the process of building a Salesforce-compatible unstructured data analytics services application. The new build was not only compatible with Salesforce platforms and services, but also designed with a familiar UI to help accelerate the learning curve.

**BUILDING FOR LONGEVITY**
Helping a partner build and publish a Salesforce app shouldn't stop on deployment day. One of Aquiva's goals is to help build applications for the long-term. For example, Aquiva Labs helped build Halosight's cloud-based unstructured data analytics services with longevity in its code. Even more, Aquiva Labs adds development and support teams to each product, making sure the software they helped build is operational and always up to date, guaranteeing Halosight's long term success on the AppExchange, beyond day-one.

**WORKING SIDE BY SIDE**
By working with Aquiva Labs, Halosight was able to focus their full attention on continuing to redefine its unstructured data analytics services for their customers via their core product offerings, while also leading the Salesforce market with a team of Salesforce experts provided by Aquiva Labs.

The Aquiva Labs teams worked side-by-side with Halosight's product teams, combining the best skills and capabilities across both teams into a joint agile delivery model.

*"Building applications for the Salesforce AppExchange is in our DNA"*
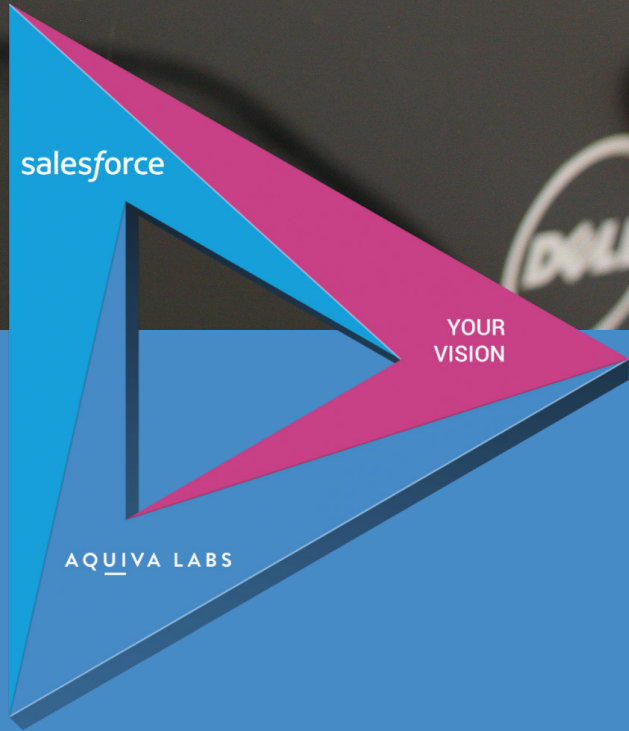
When your business counts on Salesforce, we are your long-term development experts. Aquiva Labs is a product design and development company that builds strategic state-of-the-art Salesforce applications for its global ISV Partners. We provide the global talent, the mastery and the know-how to build our clients' long-term success on the AppExchange, from day one.

Our team of experts has over 375 Salesforce certifications and has completed over 70 Salesforce projects. Our ISV partners span four continents and over a dozen countries, across industries ranging from Healthcare & Life-Sciences, to Travel & Hospitality and Financial Services.

**CONTACT US**

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