

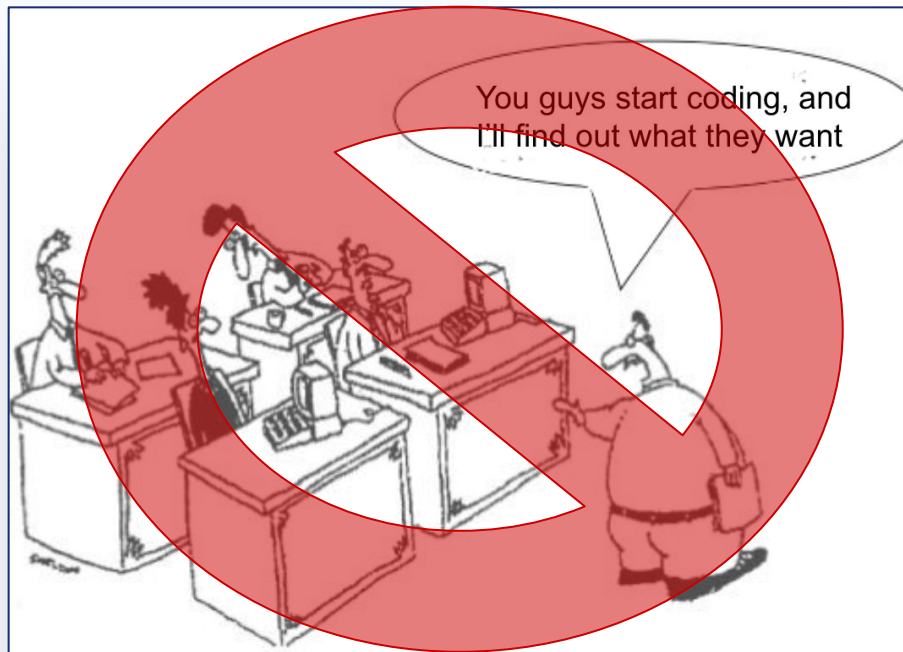
Change Intelligence Research Series



Xavery Lisinski

VP Product Management





It's time for change...

We cannot continue building Salesforce like that.

We cannot thrive and innovate working like that.

We cannot succeed and unlock Salesforce's true ROI like that.

Change Intelligence Research Series

Data-driven insights
into the trends in
Salesforce configuration



Change Intelligence Research Series

50k
orgs

1.3billion
metadata
items

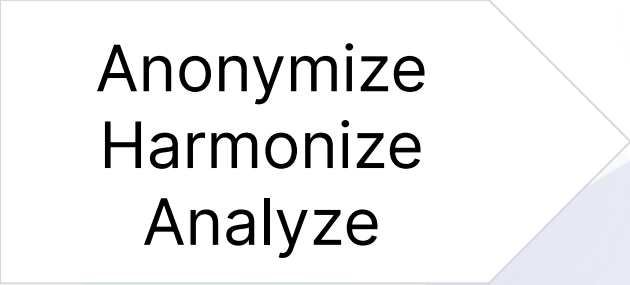


Change Intelligence Research Series

50k
orgs

1.3billion
metadata
items

Anonymize
Harmonize
Analyze



Change Intelligence Research Series

50k
orgs

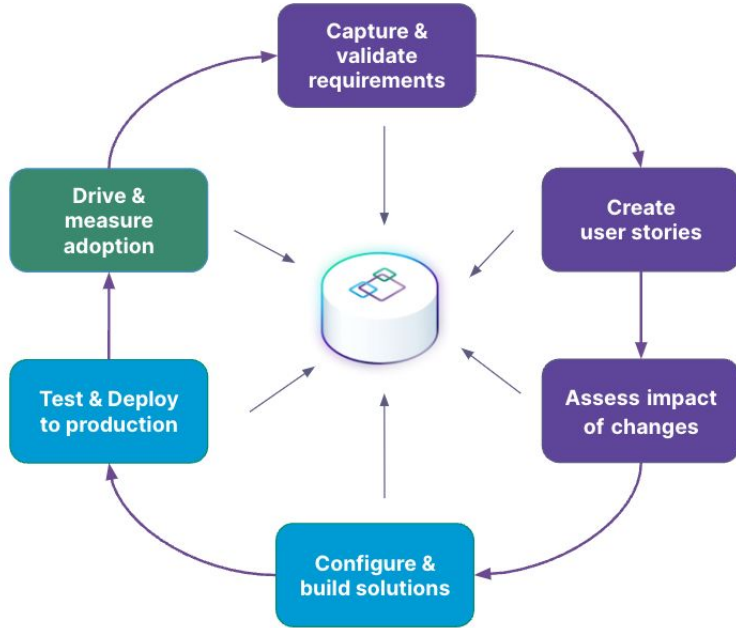
1.3billion
metadata
items

Anonymize
Harmonize
Analyze





Elements.cloud
THE CHANGE INTELLIGENCE PLATFORM



IMPACT

50,000

Salesforce Org scans / m

1.3 billion

Metadata items analyzed / m

Issue #1: Untapped Opportunities in User Experience



DOWNLOAD
REPORT



Issue #2: Unrealized Impact and Hidden Waste



50% of custom functionality never gets used



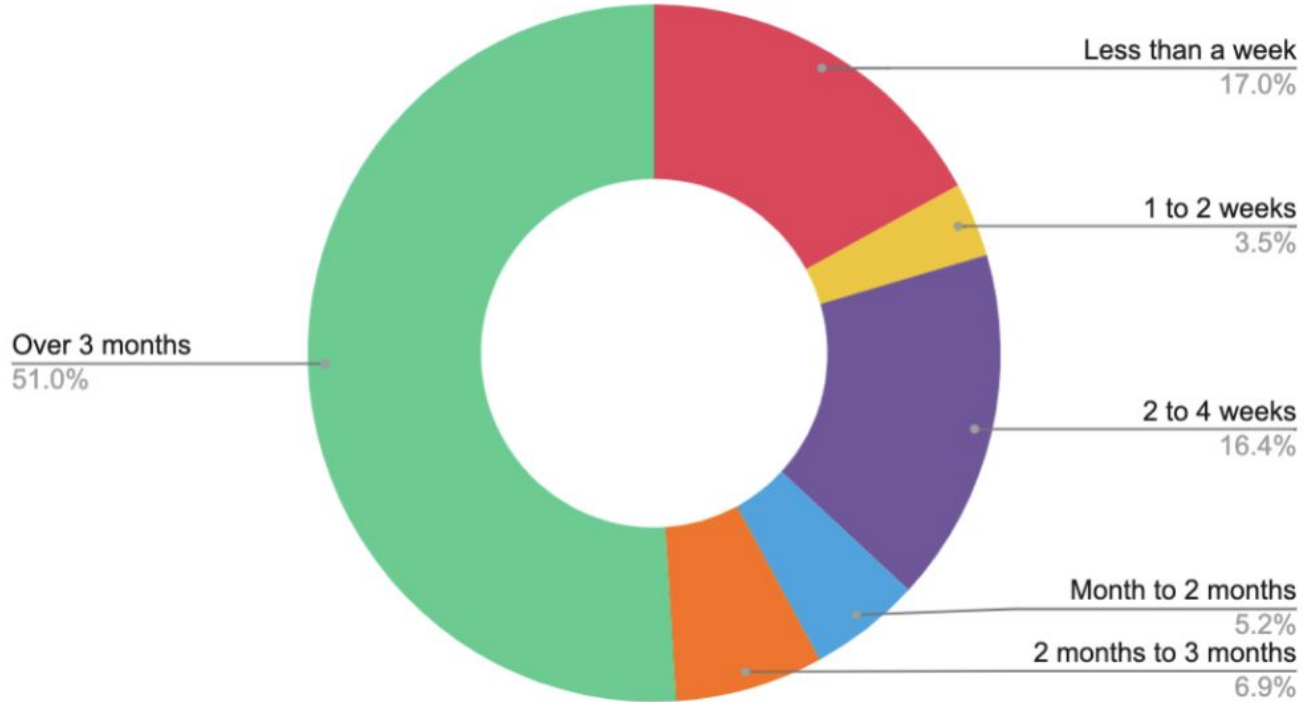
IMPACT

Custom object adoption

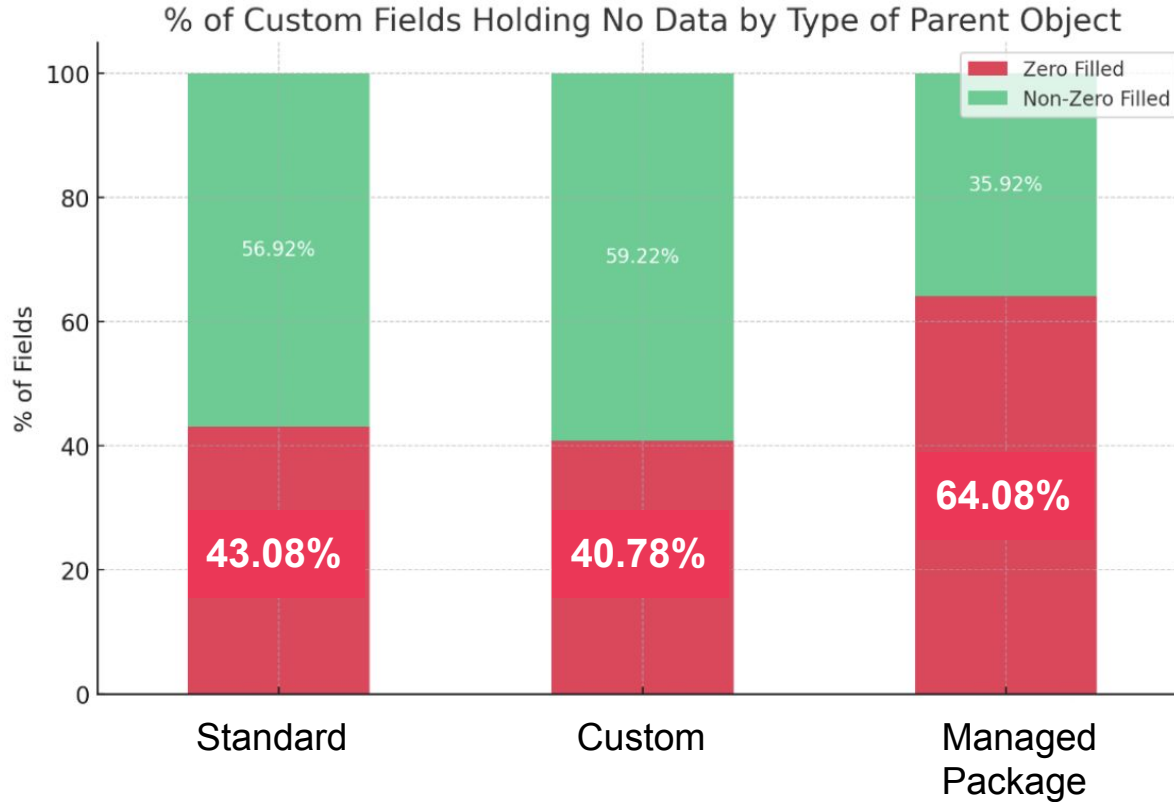


Custom object data retention

Duration of record create/update operations on custom objects

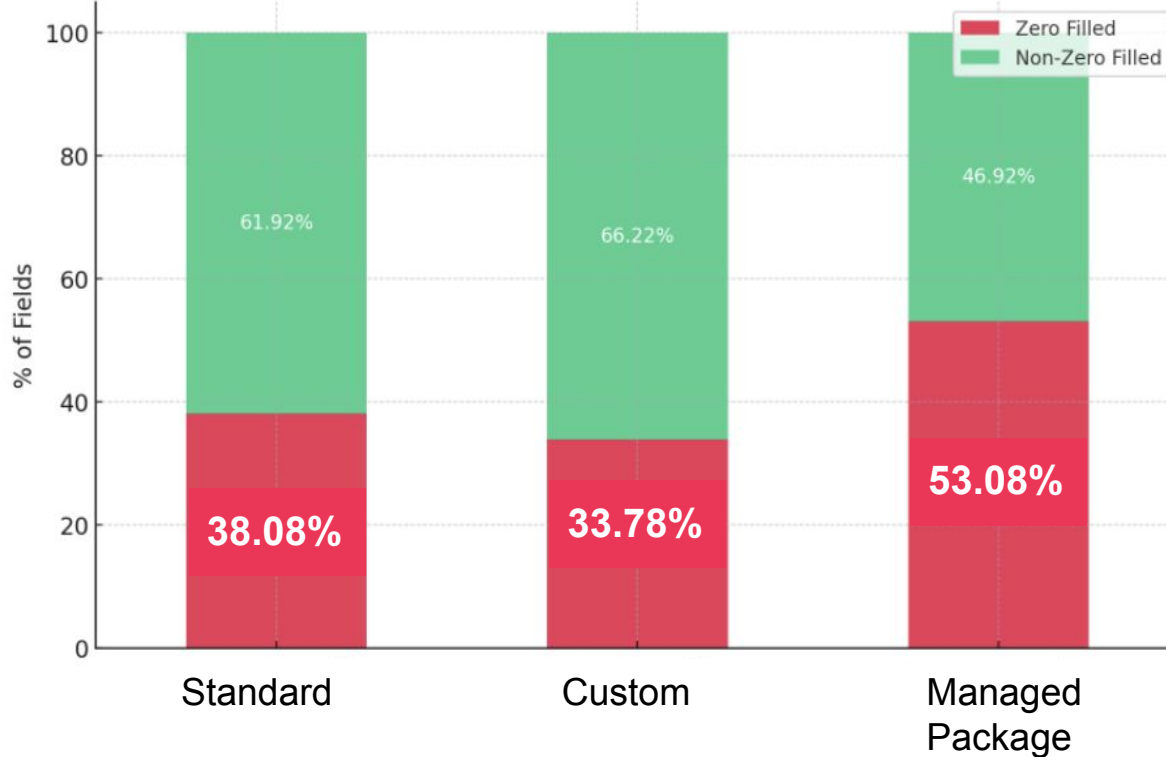


Custom field population

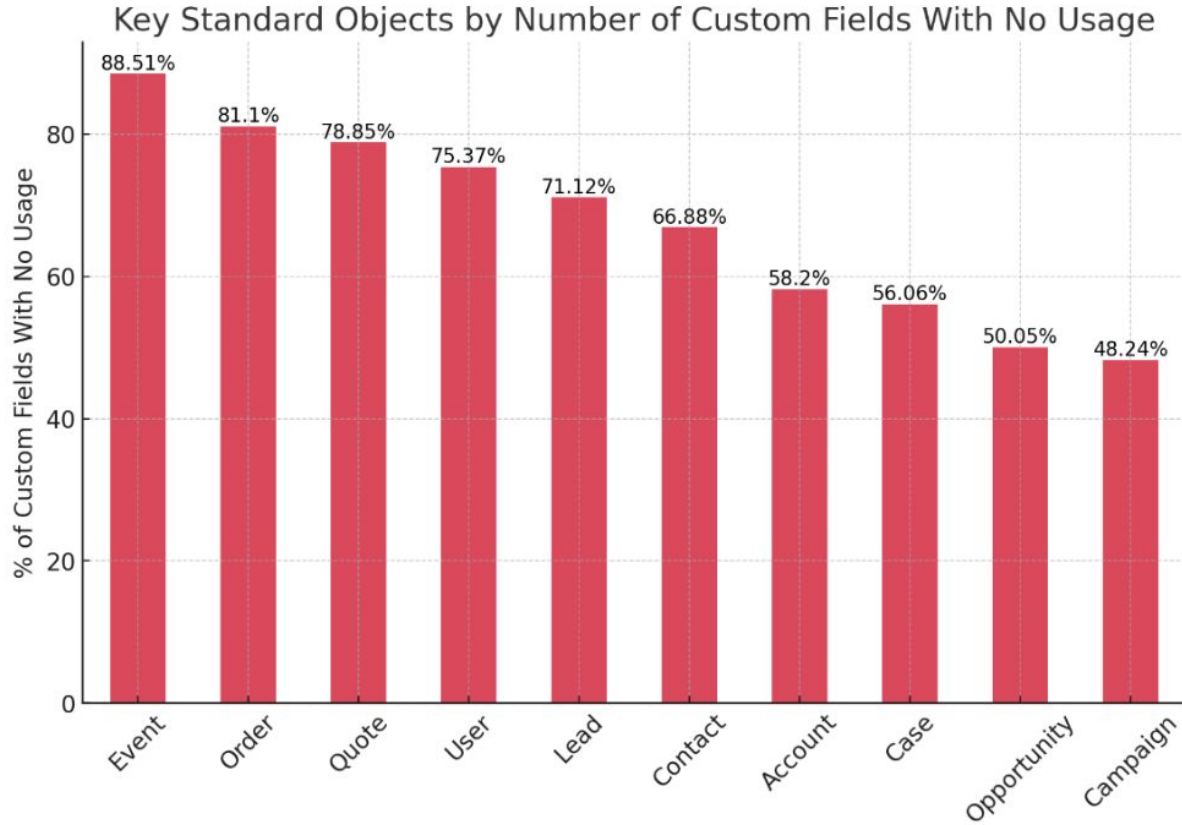


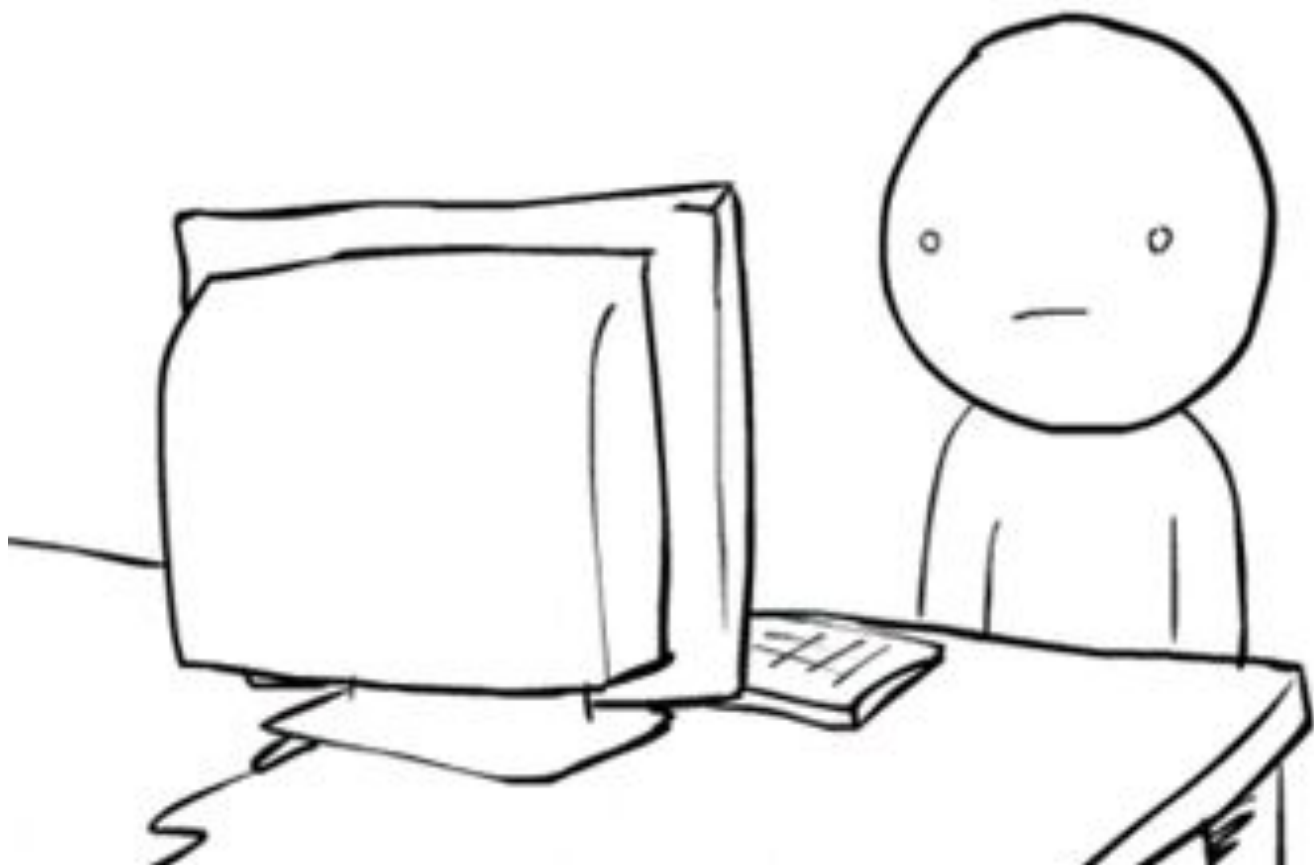
Custom field population (adjusted)

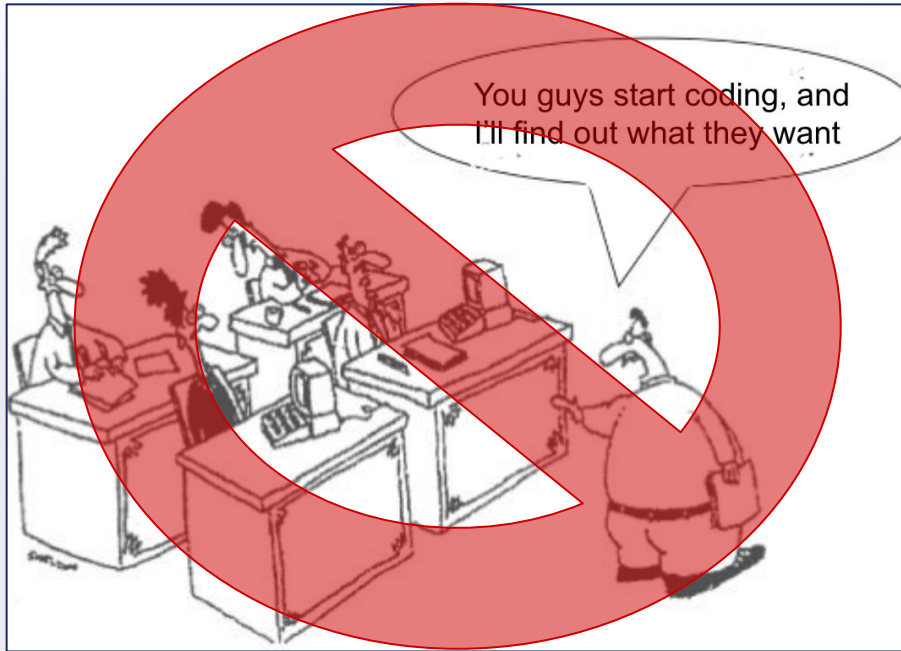
% of Custom Fields Holding No Data by Type of Parent Object, Excluding Picklists and Checkboxes



All the custom fields you said you needed...







**It's time for change...
intelligence**

Change Intelligence Platform

