



IMPACT: London

IMPACT City Tour

18th July 2024

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Elements.cloud
THE CHANGE INTELLIGENCE PLATFORM



Change Intelligence

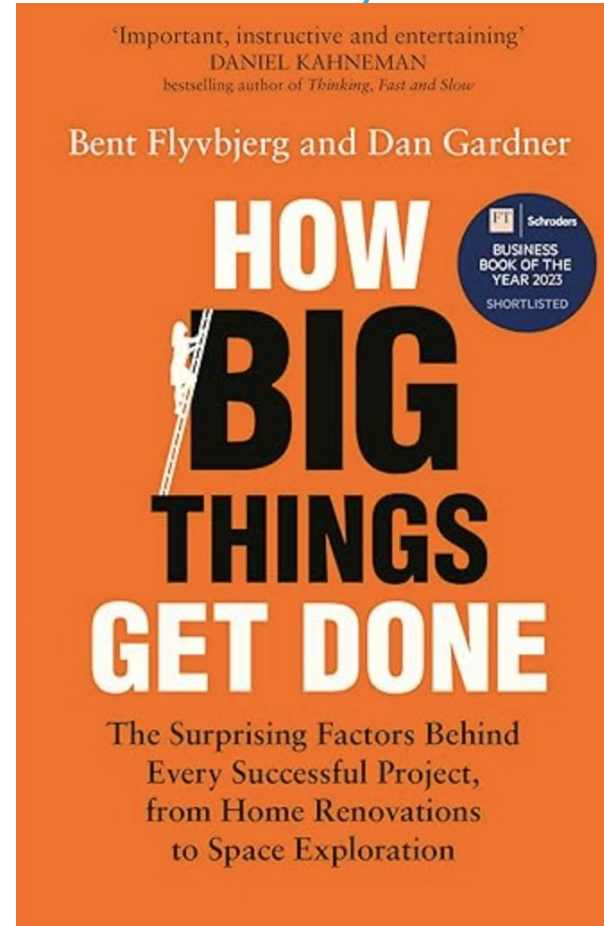


Xavery Lisinski

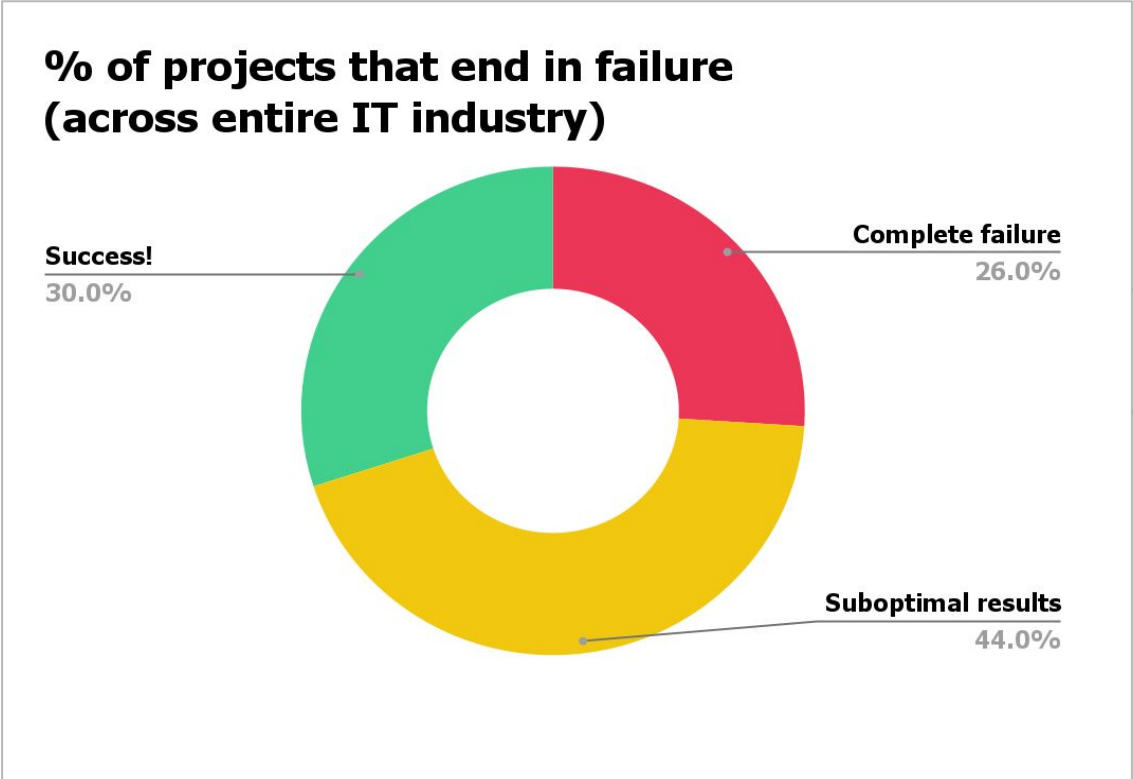
VP Product Management



*It would take a big improvement
for IT projects to rise to the level
of awfulness of transportation
projects*



\$1 TRILLION WASTED



Noisy Waste

87.5%

Fail to meet objectives

3 Stages of a Successful Digital Transformation

Harvard Business Review, 20 September, 2022

Didier Bonnet

26%

Deemed 'total' failures

Flipping the Odds of Digital Transformation Success

Boston Consulting Group, October 29, 2020

Patrick Forth, Tom Reichert, Romain de Laubier, and

Saibal Chakraborty

69%

Wasted spend

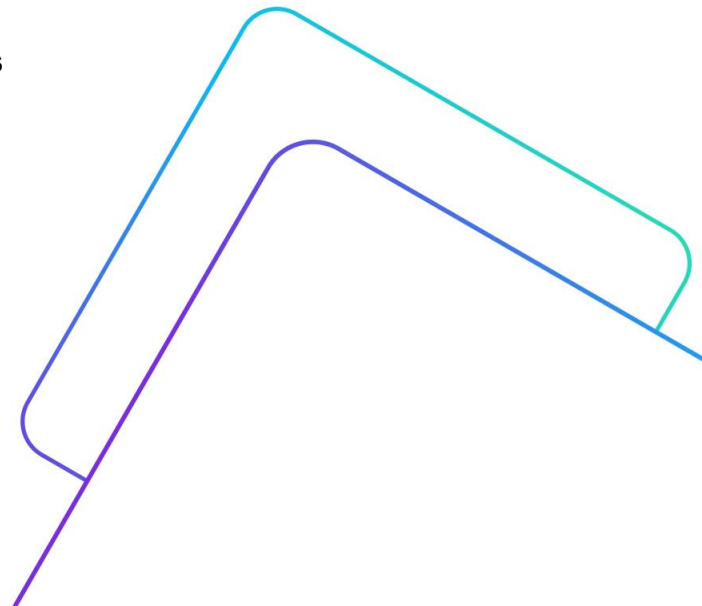
Digital Transformation Is Not About Technology

Harvard Business Review, March 19, 2019

Behnam Tabrizi, Ed Lam, Kirk Girard, and Vernon Irvin



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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



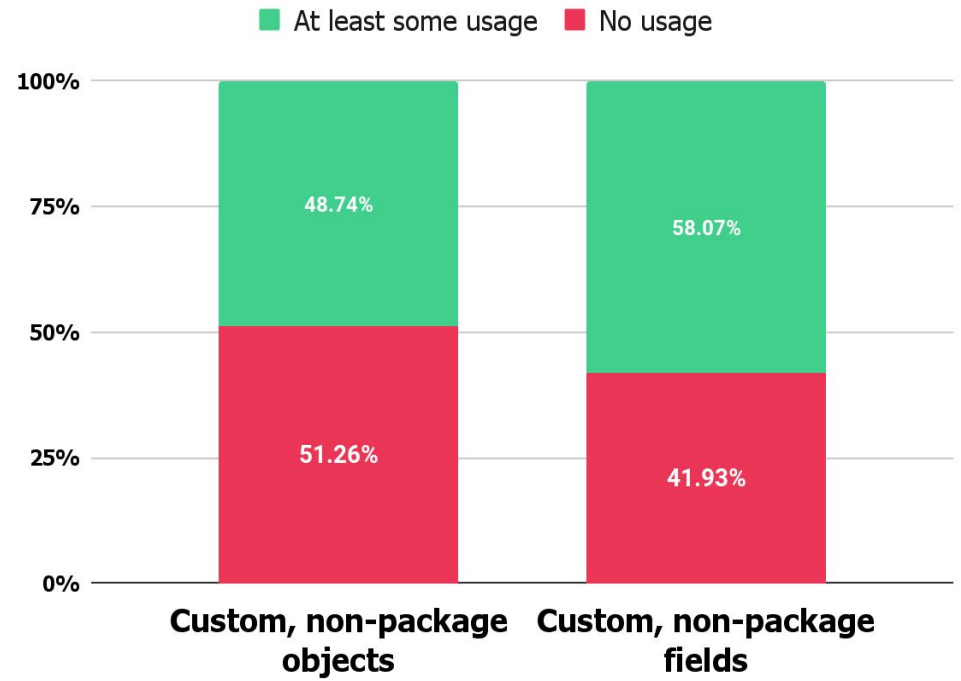
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A lot of effort, little results

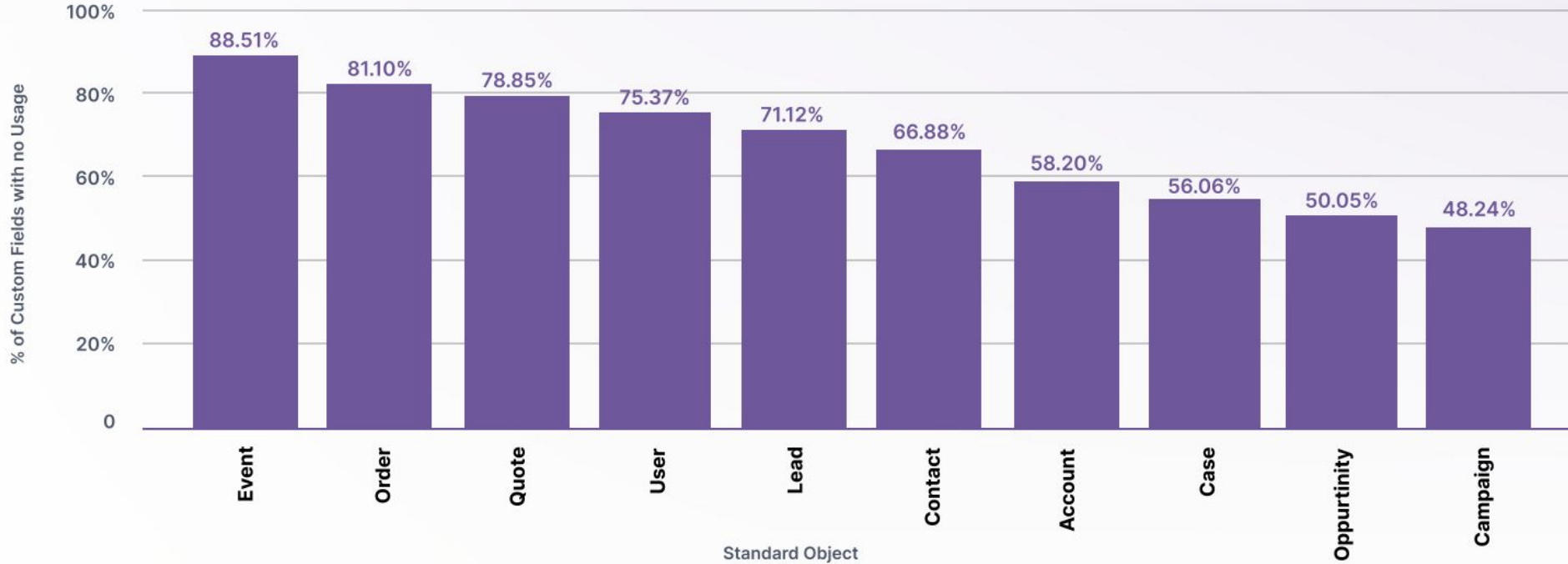
Over 50% of newly built custom objects **NEVER** get used

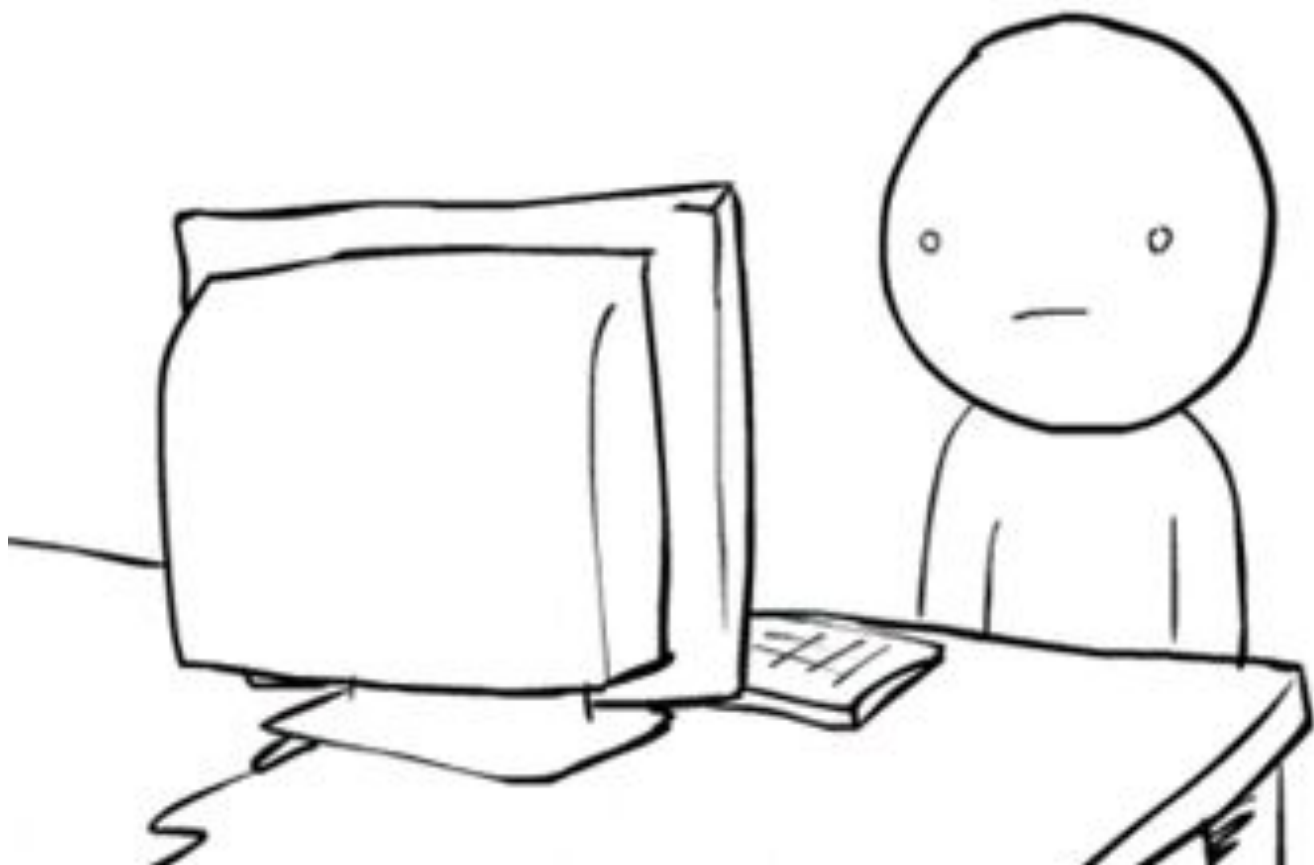


% of custom components created in 2023 without any usage

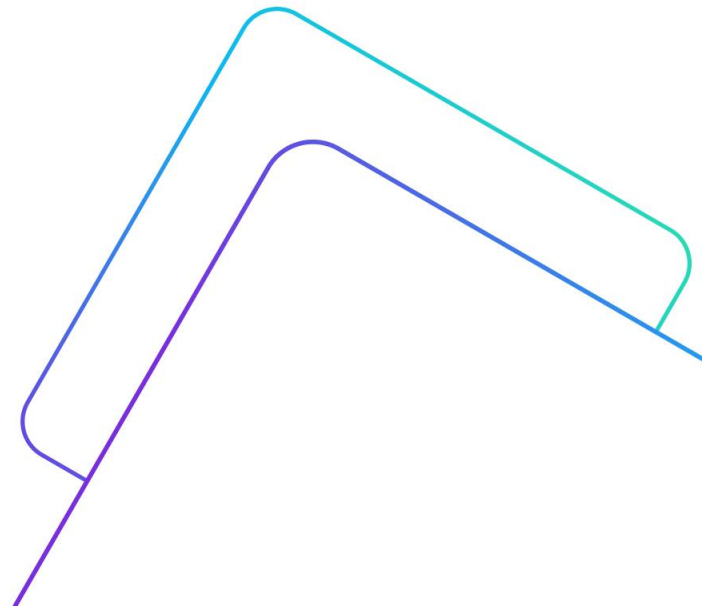
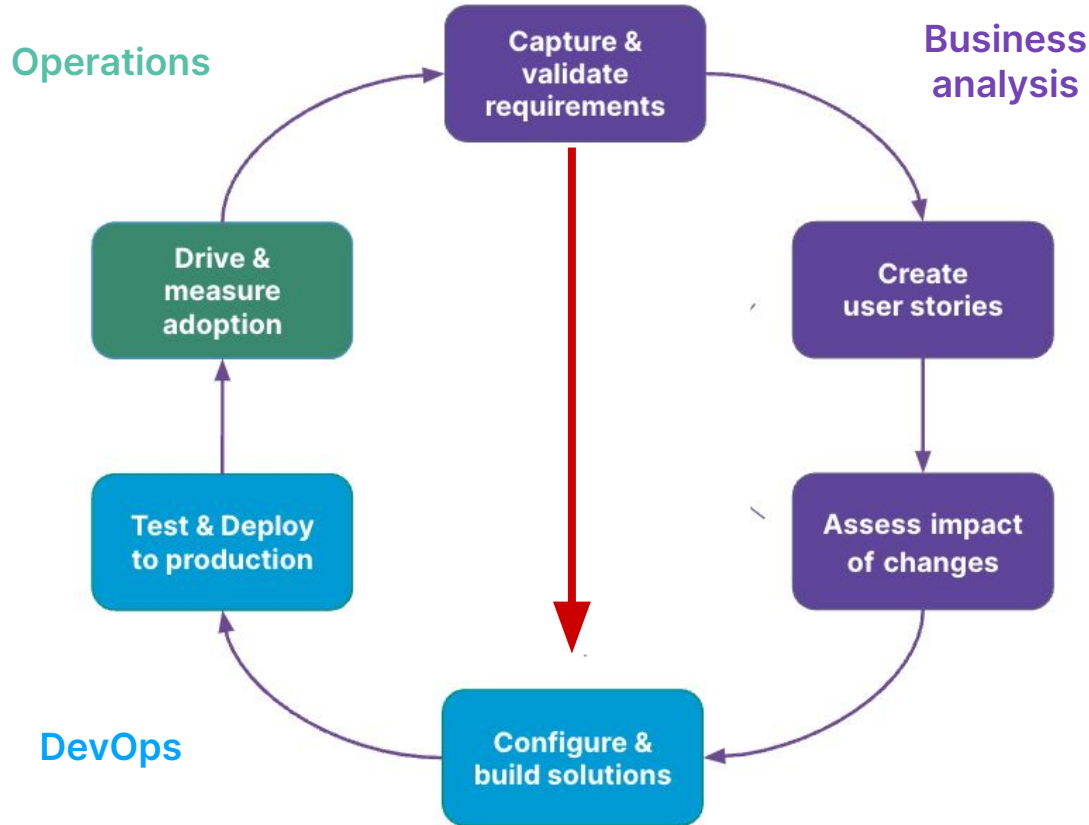


Far worse than 42% average

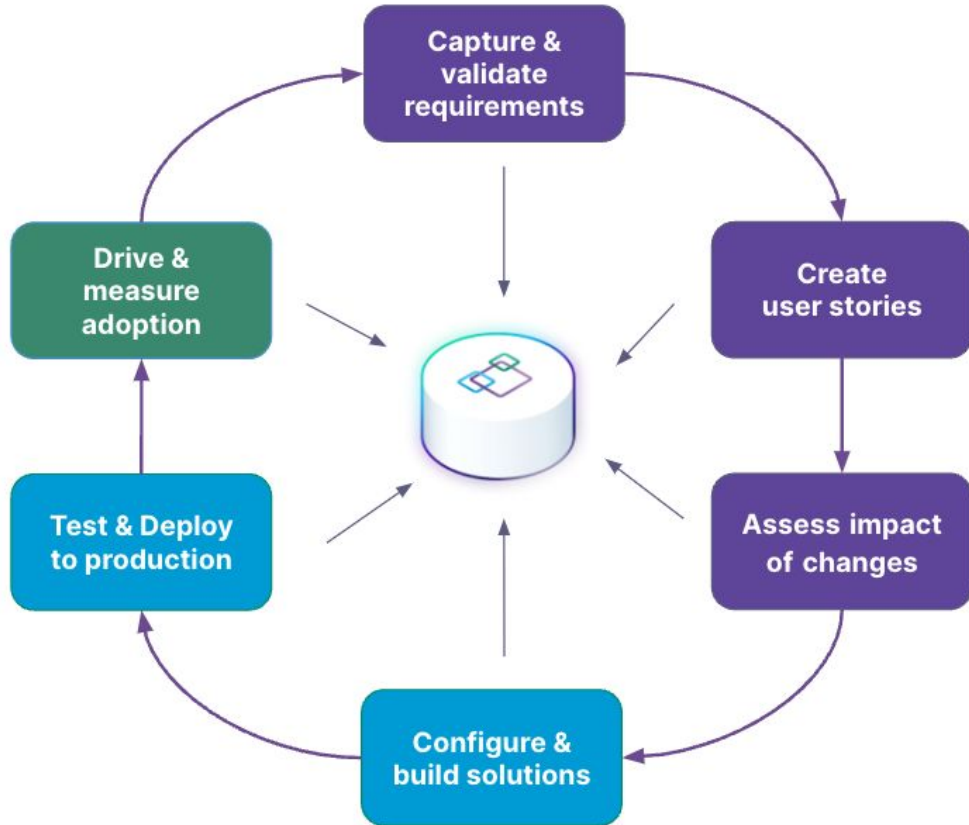




Shortcuts take longer



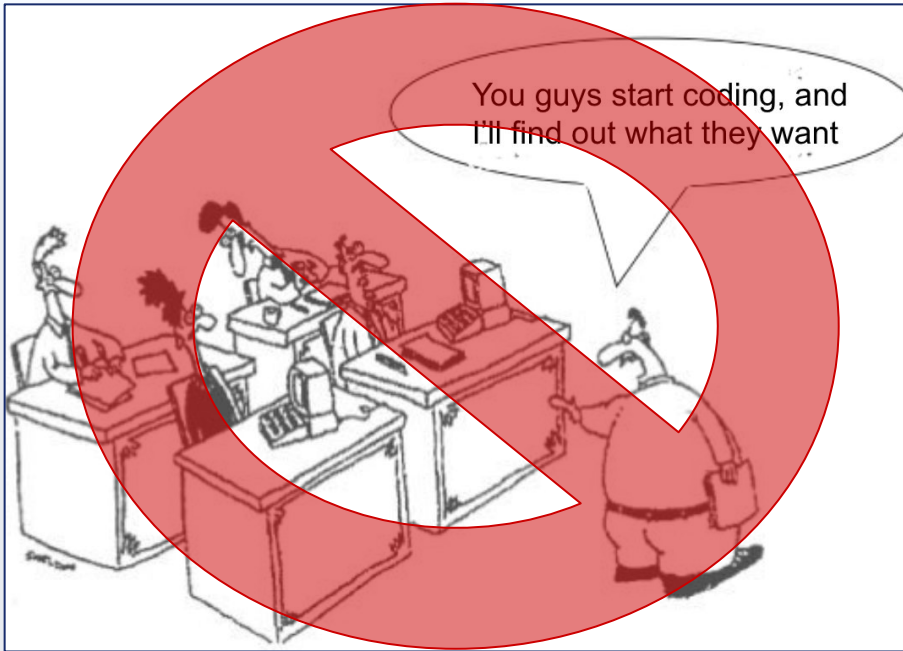
Change Intelligence



Process-led
Change

+

Metadata
management



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