

# “The Best Run Orgs Run Elements”

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### Founder & CEO

**S**alesforce is a powerful driving force in businesses globally. It offers tremendous implementation speed, but the ease of customization means many organizations are drowning in metadata, and struggling with technical debt and user adoption. This kills business agility. Elements.Cloud is providing companies with a platform that accelerates change, reduces risk and increases adoption.

#### AN INSIGNIA OF EXCELLENCE

Founded in 2014, Elements.Cloud set out to fill the gap in the market after its survey showed that the tools to support the implementation cycle were not available. After four years of consistent work and adding functionality requested by users, Elements.Cloud has developed a platform that enables requirements capture, business process mapping, user story development with an integration into Jira, metadata dictionary with impact analysis and automated documentation, and in-app user help and feedback. Admins and developers can be confident that changes won't break the Org, and users get the point-of-need help they need.

Ian Gotts, CEO says that Elements.Cloud has surprisingly few direct competitors, so the greatest challenge is educating customers that a robust platform exists to support the implementation lifecycle. “The sales strategy is education and thought leadership to raise awareness, then an enterprise sales team targeting the most mature customers who get the largest ROI from our platform. We are gaining support from Systems Integrators who see us as a force multiplier for their services. And we are now building integrations and signing agreements with other key tooling apps like Copado,” asserts Gotts.



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The Only Integrated Platform for Accelerating Your Implementation Lifecycle

## SHAPING THE JOURNEY

Gotts was co-founder & CEO of Nimbus Partners – a BPM software company. Nimbus Partners was acquired by TIBCO in 2011, and after a few years working on other projects, the Nimbus founders decided to put the band back together. They knew there was tremendous opportunity in the Salesforce ecosystem, so they built a fantastic development team and started building the dream app for running an effective Org. Since its inception, Elements.cloud has grown exponentially, reporting a 200 percent growth rate last year.

“We are replicating the hugely successful culture we built at Nimbus. This has enabled us to move to 100% remote without missing a heartbeat. The culture is grounded in some simple fair principles, well documented operational processes, and an agile development lifecycle. Yes – we are the best case study for our platform. In fact, we claim to have the best run Salesforce implementation on the planet,” proclaims Gotts.

## DYNAMIC PERSONA BEHIND UNPARALLELED SUCCESS

Gotts has two decades of experience in Salesforce. He is passionate about helping customers reduce risk and improve the adoption of Salesforce. Beginning his career at Accenture, he managed a number of large high-profile transformation projects. Later on, he sat on Microsoft’s Worldwide Partner Advisory Board for 4 years during the transition to the cloud.

Mr. Gotts is the author of 11 books along with being a regular speaker at Dreamforce, World Tours, and Dreamin’ events. On top of being an entrepreneur, he’s a musician playing bass guitar in a dance cover band – Jane Blonde and the Goldfingers.

## BROADER VISION

Elements.cloud is a platform that enables customers to accelerate their digital transformation. Even though the company’s initial market is any Salesforce customer, the platform is architected to accelerate digital transformation for any apps, for example, WorkDay, ServiceNow, MSDynamics, SAP, or Oracle CRM.



**Elements**  
.cloud