

CLARITYCLOUD WEB COPY

HOME PAGE

CRM & Marketing Solutions That Work

ClarityCloud is the One-Stop Salesforce Shop for Nonprofits

At ClarityCloud, we know that nonprofit organizations, associations and agencies have unique Salesforce needs, and we tailor solutions to meet your goals.

Not all your data lives in Salesforce. Whether you're looking to migrate or integrate data from external systems with Salesforce, we have the experience and know-how to meet your business requirements.

<Illustration>

Results-oriented service

ClarityCloud provides sales and marketing automation that delivers results!

Data Migration

Migrating data into Salesforce can be complex, as can be integrating existing systems. ClarityCloud helps every step of the way in identifying your nonprofit's key stakeholders, understanding and preparing data sets, working through the migration, testing, validation and training.

Heroku

A cloud platform enabling companies to rapidly build, deliver, monitor and scale apps, Heroku is the fastest way to go from idea to app deployment.

Salesforce Support

Once your new Salesforce system has been set up, ClarityCloud ensures your team is able to get the most out of it through unparalleled support, helping you with everything from onboarding new users to system troubleshooting.

MAIN PAGE – ABOUT

About ClarityCloud

We are passionate about growing small business, nonprofits and educational institutions.

Systems Integration Expertise

We know that not all your data lives in Salesforce. We have a proven track record of integrating Salesforce with Oracle, SAP, WorkDay and other custom accounting solutions using Salesforce Connect, MuleSoft and other custom developed connectors.

Business Process Optimization

We're also experts at finding the sweet spot between providing a Technical solution and fine tuning your business processes for optimal Sales & Marketing results. Our Salesforce experts specialize in Small Business consulting and marketing automation implementations for nonprofit organizations and higher education institutions

Subpages:

- The ClarityCloud Team
- Careers at ClarityCloud
- Salesforce Community

SUBPAGE – THE CLARITYCLOUD TEAM

The ClarityCloud Team

The experience your nonprofit needs to deliver Salesforce success

Gavin Britto

Founder & Managing Principal, Head of Solution Architecture

Gavin, along with co-founder Chris Yau, created ClarityCloud because he knew that nonprofits were under-served in the CRM ecosystem. Gavin manages ClarityCloud's operations, ensuring that each client is getting the attention needed for a successful Salesforce implementation. Gavin has 7 years' experience in Salesforce-related activities, and has worked with an expansive variety of organizations using Salesforce, from small nonprofits to large universities. He is intimately familiar with Salesforce Administration, ground-up implementations, customizations of Sales Cloud, Community Cloud, the Nonprofit Success Pack, and the Higher Education Data Architecture (HEDA) package for the Higher Education vertical.

Gavin also has vast experience with Salesforce data tools such as Informatica, Mulesoft's Anypoint Studio, and Jitterbit. He believes strongly in "giving back" to the Salesforce community, conducting community-led training events in the Washington, DC area and participating regularly in the Salesforce Higher Education Sprints.

Chris Yau

Founder & Principal, Head of Development

Chris co-founded ClarityCloud, and runs the group's development efforts. Chris is a Certified Senior Salesforce Developer, and has an extensive background encompassing a wide variety of technologies on the Salesforce CRM platform primarily supporting the Sales and Marketing organizations of large enterprises. He has over 9 years of experience in Salesforce CRM development and 18 years of total experience in web application and Salesforce development across a wide variety of enterprise environments.

Trinh Copeland

Customer Success Manager

Trinh brings her wealth of experience in account management and customer success management to ensure each nonprofit organization working with ClarityCloud gets the most out of their Salesforce implementation. From developing the project scope to walking through data migration to ongoing support, Trinh's role is to make sure each of our customers gets even more out of Salesforce than they thought they could. Prior to joining ClarityCloud, Trinh founded and ran a multi-state beverage distribution company, and managed the Salesforce system to ensure optimization of the company's sales pipeline and customer relationships. She also worked as a team lead in Salesforce on the Sales team at AnyStream, a video streaming software company. Trinh has also held various sales and engineering jobs at Sprint/Nextel, Teleglobe, Winstar and Telco.

SUBPAGE – CAREERS

Careers at ClarityCloud

Do you have a passion for Salesforce?

At ClarityCloud, you'll be working alongside some of the most talented people working on Salesforce systems for nonprofits anywhere. The right mix of people makes all the difference in the world. And with a focus on nonprofits organizations and associations, you will actually be making a difference *in the world!*

Please send your resume/CV to careers@claritycloud.io

SUBPAGE – SALESFORCE COMMUNITY

The Salesforce Community

As leaders in Salesforce implementation and consulting for nonprofits, ClarityCloud knows it is imperative to be actively involved in the Salesforce community. Here are just a few of the ways our team keeps up with the Salesforce trends, enabling our clients to always get the most current knowledge and expertise:

User Groups

Salesforce user groups are customer-organized groups that meet online and in-person, and ClarityCloud's team of experts is very involved across several. We also work with user groups specifically focused on the unique needs of nonprofit admins and developers. These user groups are the perfect setting to share ideas and get tips on how to get the most out of Salesforce for your organization.

<link>[Join our customer user group today!](#)</link>

Salesforce Saturdays

Salesforce Saturdays are a great weekly opportunity to connect with other developers building on the Salesforce Platform. ClarityCloud's Gavin Britto personally leads a Salesforce Saturday group.

Salesforce Training

There are sometimes Salesforce provides a wide range of training sessions, and the team of Salesforce experts from ClarityCloud make it a habit to regularly attend or lead the training.

Videos

click the links below to view our library of training, presentation and customer success videos! <link to YouTube channel>

MAIN PAGE – SERVICES

ClarityCloud Services

Supporting all of your needs with nonprofit Salesforce solutions that work!

Our Commitment

When we state that we can help you with all of your Salesforce technology needs, we really mean it.

<Callout>**Affordable, 100% US Based Experienced Salesforce Support for Your Organization... Made Easy!**

The Salesforce consultants at ClarityCloud have helped nonprofit businesses and organizations of all sizes, and we look forward to helping you. We take pride in having highly knowledgeable, professional, and friendly consultants who deliver consistent and reliable results. In the nonprofit world, time is precious and your organization's mission simply can't wait for the help you need. ClarityCloud provides support when you need it, either on site or remotely.

ClarityCloud knows every organization has different needs, and we enjoy such a high number of customer referrals and great level of customer satisfaction because we provide customized solutions based on the customer's unique needs. At ClarityCloud, you'll never get a cookie-cutter approach to your Salesforce problems and issues, but the solution that fits your needs.

Learn more about the full range of diverse services that we can offer your organization:

Consulting

Implementation, data migration and service integration are just a few of the Salesforce services the ClarityCloud developer and engineering experts can assist your team with.

Digital Marketing

Along with Salesforce needs, ClarityCloud can assist nonprofits with Search Engine Optimization (SEO) and Marketing (SEM), App development, E-mail marketing and other marketing needs.

Subpages:

- Consulting
- SEVIS Connector (future addition)
- Digital Marketing

SUBPAGE – CONSULTING

ClarityCloud Consulting

ClarityCloud has the Salesforce solution for your nonprofit's needs

SUBPAGE – DIGITAL MARKETING

Digital Marketing

ClarityCloud also provides a range of digital marketing services to enable our clients to get the most of their Salesforce efforts in the market.

Social Media Optimization

In an online world where “content is king,” it’s not enough to have people merely visit your website... you need to be part of the conversation.

App Development

We create highly polished iPhone & Android apps for startups and enterprise clients. We also know a thing or two about branding, websites, and user acquisition.

Digital Brand

The right story told at the right moment grabs the attention of the right audience. Build a digital reputation strategy and seamless real-time relationships

E-mail Marketing

Make a better campaign to reach your targeted list of customers and increase your Email’s open rates for increase your sales.

Search Engine Optimization (SEO)

On Page SEO Services to improve the search engine ranking of the website as well as increased user experience.

User Interface & User Experience (UI/UX) Design

We assist clients with design of their Website so members and customers can get information from anywhere at anytime.

MAIN PAGE – CUSTOMERS

ClarityCloud Customers

We enable nonprofits to concentrate on what they do best—change the world!

Nonprofits

<rotating list of nonprofit customers>

Universities/colleges

<rotating list of university/college customers>

Associations

<rotating list of association customers>

Subpages:

- Case Studies
- White Papers

MAIN PAGE – BLOG

MAIN PAGE – CONTACT

Contact Us

Reach out and let us know how we can help!

<contact form>

CUSTOMER QUOTES

<Note: throughout site on callout boxes... we need actual customer quotes and corresponding companies/organizations. Ideally we would have 5-10 customer quotes.>

"In our case, there was no business without the site! Within the first meeting made me feel very confident and comfortable that they understood and could produce what we envisioned. It's been a terrific experience working with them. I have never had to ask twice for answers and when delivered, they always made sense! The finished product is far superior than I imagined!"

- Bron Johnson

"There are design companies, and then there are user experience, design, consulting, interface design, brilliant, and professional. ClarityCloud is by far one of the best."

- Marily Franco

"They designed a website which captured and reflected our work and ethos as a family welfare charity. They have continued their relationship with us by providing a highly professional ongoing service with very impressive response times and excellent advice and support."

- Nicolas Bianco