



Work-Relay



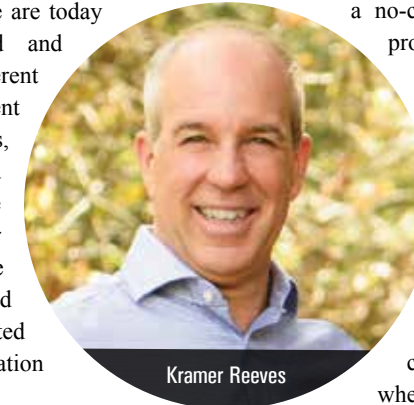
*The annual listing of 10 companies that are at the forefront of providing
Salesforce consulting/services and transforming businesses*

Work-Relay

Helping Businesses Manage Complex Operations

Several businesses across the globe are today struggling owing to stagnated and inefficient processes. Their different departments work in silos, and management cannot gain real-time visibility into projects, resources, and business operations. As a result, such organizations fail to address the ever-evolving customer and stakeholder demands. The situation necessitates these entities to eliminate the complexities and bottlenecks associated with disconnected enterprise systems and communication mediums.

This is where Work-Relay—a global software development company—makes a world of difference.



a no-code, modeling and quick-entry environment, providing businesses immense flexibility and simplicity,” Reeves adds. The next component is the User Console. It is a single place where users can receive, manage, prioritize, and execute all their tasks. Thirdly, the Mission Control equips the management team with scorecards, dashboards and a user interface tailored to every management role. As a result, they gain a holistic view of work being done across operations in one place. The fourth component is the Operational System of Record, where one set of data is used to track all of the work planned, active, and done. “This enables the management of the full lifecycle of work, while ensuring complete auditability, transparency, and accountability,” mentions Reeves.

In addition to helping clients through training, early adoption, and enterprise-wide production, Work-Relay’s experts also deliver the necessary support that customers need while moving forward. This helps organizations to address any number of use cases at minimal cost using Work-Relay’s platform. As a result of its simplicity, flexibility, and power, Work-Relay is widely adopted across industries and geographies by organizations of all sizes. “From SMBs to Fortune 100 and Fortune 50 companies, we have a diverse clientele,” adds Reeves. For example, one of Work-Relay’s clients from the telecommunications industry was struggling to manage the installation of multiple fiber products sold to its diverse set of customers. Since each project constituted multiple fiber orders, products, equipment locations, and permits, it became impossible for the client to understand how a delay in one component could adversely impact the entire project timeline using out-of-the-box tools in Salesforce. Leveraging Work-Relay, the client designed order processes and a project control panel. As a result, they got clear visibility into all the client sites and deployments. This played a vital role in helping the telecommunication company increase on-time project delivery by 45 percent.

Such instances of client success always drive Work-Relay to explore new avenues of growth. Going forward, the company plans to continually add other functionalities and expand integration capabilities to more 3rd party technology. Also, it will be working on the automation front. “We provide a simple and logical approach to managing complex business operations to help clients succeed in this hypercompetitive world,” Reeves concludes. [CR](#)

Work-Relay combines the capabilities of business process management solutions with the features of project management tools in one unified toolset

At its core, Work-Relay is a comprehensive, unified, out-of-the-box, enterprise-grade platform built on Salesforce for designing, managing, and optimizing complex business operations. “We primarily enable Salesforce customers to systematize repeating work by modeling the structure, resources for completion, and the timeframe required to complete the work. We can solve complex business operations challenges 10 times faster than our competitors. More importantly, businesses require minimal Salesforce knowledge to utilize the Work-Relay platform,” mentions Kramer Reeves, CEO, Work-Relay. “Work-Relay combines the capabilities of business process management solutions with the features of project management tools in one unified toolset.”

The Work-Relay platform consists of four components. First, the Solution Studio provides clients with a single consistent way to frame any type of business operation, no matter how complex it is. It covers the full spectrum of work—from structured and automated to unstructured and ad hoc. “Everything is done within