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## Michigan Economic Development Corporation Relies on Force by Design to Take its Team to the Cloud



### CASE STUDY

The state's marketing arm for economic growth relies on Force by Design's team of experts to transform its business applications group into a new cloud computing team

### CHALLENGE

The organization needed a tool to help facilitate seamless teamwork with local economic development corporations throughout the state

### SOLUTION

Force by Design experts offered mentoring and training to help shift the business application team's on-premise solution mindset into the cloud

### RESULTS

Streamlined processes allow the team to react faster, better anticipate user needs, and more easily meet deadlines

### The Challenge

As the state's marketing arm and lead agency for business and economic growth, the Michigan Economic Development Corporation (MEDC) understands the importance of effective communication and marketing strategies. The public-private partnership offers a full range of business assistance services and capital programs for business attraction and acceleration.

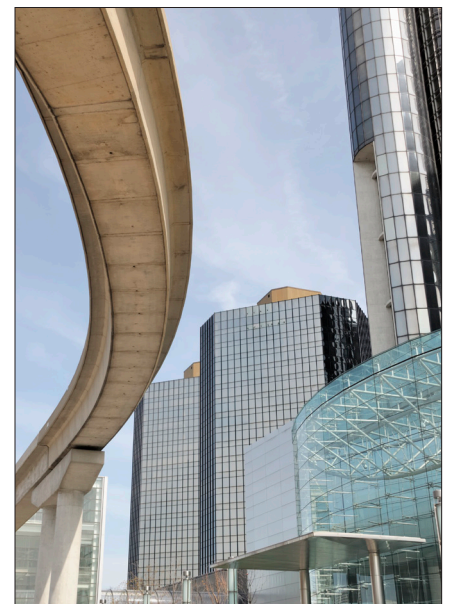
To transform Michigan's economy into a thriving business-friendly atmosphere through the concept of economic gardening, the MEDC needed a tool to help facilitate seamless teamwork with local economic development corporations throughout the state. MEDC was determined to transform its existing business application team into a quick-to-respond force within the organization.

### The Solution

Force by Design's team is comprised of best-in-class business process consultants and developers. Force by Design consultants have delivered more than 1,000 salesforce.com implementations and optimizations for clients across the non-profit, public, manufacturing, and technology sectors.

MEDC looked to Force by Design experts to help shift its team's on-premise solution mindset into the cloud. Force by Design offered mentoring and training to help the team realize the potential behind Salesforce's community-based development tools and to leverage the architecture to become more agile and responsive.

The Michigan Economic Development Corporation relies on Force by Design for continued mentoring, guidance on best practices, and the creation of ongoing software solutions and new system management concepts to address emerging challenges.





*“After the implementation of Salesforce, our team needed assistance and mentoring. Force by Design brought in their professionals to help shift our paradigm from an on-premise solution to leveraging a large community of developers, users and applications. Through this change, we have been able to create new efficiencies and have dramatically shortened our project timelines. We now are able to begin realizing the power of our solution.”*

Tilak Mohan,  
IT Director for the MEDC

## The Results

MEDC has quickly adjusted to a new model and structure for implementing change in its systems and business processes. Since partnering with Force by Design, the MEDC business applications team has accelerated its release cycle dramatically, from six months on the previous system to a much more nimble six weeks. This streamlined timeline allows the team to react faster, better anticipate user needs, and more easily meet government-imposed deadlines for launching statewide economic programs. Under Force by Design’s mentorship, MEDC has solved more than 100 user issues and has completed four releases within six months—a feat that was unheard of under the previous paradigm.

MEDC’s most recent business challenge prompted the team to investigate options that would not require building an application from scratch. In the salesforce.com AppExchange, they found a tool that met their needs and sparked new ideas about how to reach out to the community more effectively. MEDC users are embracing the new systems and realizing the value of the agile new cloud computing strategy.

## About Michigan Economic Development Corporation

The Michigan Economic Development Corporation (MEDC) is a public-private partnership serving as the state’s marketing arm and lead agency for business, talent and jobs, tourism, film and digital incentives, arts and cultural grants, and overall economic growth. MEDC offers a range of services and capital programs for business attraction and acceleration, economic gardening, entrepreneurship, strategic partnerships, talent enhancement and urban and community development. MEDC, founded in 1999, developed and manages the state’s popular Pure Michigan brand. For more information, visit [www.michiganadvantage.org](http://www.michiganadvantage.org).

## Contact Us

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## About Force by Design

Founded in 2008, Force by Design, Inc., helps organizations of all sizes use the power of cloud computing to run mission-critical business applications on the salesforce.com platform. Headquartered in San Francisco with offices in East Lansing, Michigan, our consultants have completed more than 1,000 client engagements. We implement and optimize cloud-based applications, helping organizations put their applications in the cloud along with our own. For more information, visit [www.forcebydesign.com](http://www.forcebydesign.com).

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