

What difference Elements.cloud can make for you

# Considering Elements.cloud and need a compelling business case?

Going through these stages is challenging when you don't know exactly what difference Elements.cloud can make for you, or how powerful the impact can be on the problems and priorities your organization is focused on. We are here to help dig into this with you.

If we all get this right together, we will have a long and fruitful working relationship. If the value is not deliverable, we will both understand that and can walk away with no obligations. Our goal is to help you get through these stages as effectively and efficiently as possible.

[Book a call](#)

Focus on the outcome






# Will your company back a solution for your challenges?

## Follow the I.M.P.A.C.T. steps to ensure a thorough evaluation:

- I** **Idea:**  
Define the challenge.
- M** **Mentor:**  
Seek guidance.
- P** **Position:**  
Align with strategic goals
- A** **Assessment:**  
Evaluate the fit.
- C** **Case:**  
Build your argument.
- T** **Transact:**  
Make the decision.

[Read more](#)

## To build your case, put it into a story framework:

-  **THE Business Challenge:**  
What problem are we solving?
-  **Current State:**  
Where are we now?
-  **Root Causes:**  
Why is this happening?
-  **Negative Impact:**  
What's at stake?
-  **Desired Outcomes:**  
What's our goal?

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Start by scrutinizing your idea against the business challenge to gauge organizational support before diving into resource-intensive activities.

## Answer these 4 questions in this order:

- What Salesforce challenges will derail us if unaddressed?
- Why are these issues critical to solve now?
- Which key metrics or OKRs are affected?
- What's driving our timeline?



For inspiration, look to leaders like Ken Piddington, CIO of US Silica, on securing funding for pivotal projects like this Center of Excellence initiative.

[Watch video](#)

## Ready to progress or looking to brainstorm

We're here to guide you through use cases with hands-on experience of the Elements.cloud solution to prove value in your situation. We can also help you in getting executive sponsors on board, and crafting your business case.

[Book a call](#)