

Kodem Security Partnered with AllCloud to Implement Salesforce as Their Core CRM

About Kodem Security:

Kodem Security is an innovative global cybersecurity startup specializing in application security. Kodem, backed by Greylock Partners, builds products that unlock application security teams with runtime intelligence. Kodem's patented, runtime-powered application security platform delivers SAST, SCA, secrets detection, and application detection and response cutting its customers' time to fix by 90%, and saving them more than 400 hours per codebase..

The Challenge

Before adopting Salesforce, Oron Chertkow, Head of Operations, indicated that Kodem Security relied on a few disjointed and disparate systems to manage their operational, sales, and marketing processes. This situation significantly hindered Kodem's ability to generate accurate and timely reports, underscoring the urgent need for a unified, professional solution and generating growth and innovation.

As Kodem scaled its operations, the limitations of its existing infrastructure became particularly evident. The lack of a centralized, enterprise-grade system was not only impeding efficient reporting but also hampering the company's ability to manage its growing pipeline and customer relationships effectively.

Recognizing these challenges, Kodem Security identified the need for a scalable, integrated platform to accommodate their current needs while supporting future growth. This realization set the stage for their strategic decision to implement Salesforce, a move aimed at streamlining their processes, consolidating their data, and providing the comprehensive insights necessary to drive their business forward.

The main challenge was to conduct a complex migration of all the information from the existing systems into the new chosen system (Salesforce) while maintaining data integrity, centralizing it under one system, and creating automated processes that would maximize operational and sales efficiency.

The Solution

Kodem considered a few alternatives after realizing they needed a comprehensive solution to centralize and manage all their information and processes under one platform. After this consideration, Kodem chose Salesforce as their core CRM system.

For implementation Kodem sought professional partners with experience in conducting complex migrations and implementing automated processes. The company selected AllCloud for their ability to comprehend its unique needs and execute the migration in an organized and controlled manner. The project included the following migration milestones:

- **Initial analysis:** Assessing the existing information in existing systems and understanding the processes that require preservation and transfer.
- **Data Transfer:** Conducting a thorough migration of all information to Salesforce, ensuring data accuracy and preventing duplication.
- **Defining Processes and Automations:** Building customized sales processes, automating various processes such as report generation and maintenance, and implementing policies to prevent errors and improve efficiency.
- **Training and Support:** The company received structured training on the new system, as well as ongoing support for required changes and updates over time.

The Results

In a world where time and data are precious resources, efficiently and swiftly managing information and data while focusing on the organization's core capabilities is critical.

After implementing Salesforce with the help of AllCloud, the company was able to organize and centralize all its commercial information in one system, which allowed for accurate reporting and provided a comprehensive view of all its operational and sales processes. The Salesforce system offered extensive tools for managing sales processes, including advanced automations built to the company's specific needs.

In a short time, Kodem reported significant improvements in insights extraction and bottlenecks identification, increased process efficiency, and smoother, more effective pipeline management. The system also allowed teams to work more cohesively and manage knowledge and information in an organized and centralized manner, improving internal working relationships.

The project also reduced teams' response times to customers and changed business needs, allowing the company to focus on commercial growth without delays or administrative issues.

The project was carried out at multiple stages, from analysis through migration to automation implementation, with precision and adherence to timelines, even when there were urgent requests.

Kodem's Security Head of Operations, Oron Chertkow indicated that Kodem benefited from a deep understanding of its needs, organized operations, and professionals who knew how to juggle all the tasks at hand. The teams executed the project quickly and efficiently, enabling the company to continue its regular activities uninterrupted. AllCloud presents professional conduct, availability, and willingness to offer creative solutions to any problems that arise.

"The collaboration with AllCloud proved to be a success. Working with AllCloud has enabled us to implement the right tools and streamline our processes, allowing us to increase our visibility and control in an unprecedented manner. Their deep understanding of our needs and the ability to execute such a complex migration project in such an organized and professional way is what makes them ideal partners for our growth."



Oron Chertkow
Head of Operations
Kodem Security