

# KMS BUILDS A SUCCESSFUL SALESFORCE PLATFORM TO SUPPORT 40K+ ACCOUNTANTS

Salesforce

Marketing Cloud



CPAacademy.org creates leaders in the accounting industry by providing high quality continuing education for Certified Public Accounts that is easy to access. They offer an easy-to-use platform for knowledge sharing and idea exchange through the marketing and presenting of the most up-to-date educational content and developments important to the accounting industry.

**40K+** CPAs supported

**800%** increase in sales and revenue

**5+** years of KMS partnership

**30%** increase in marketing effectiveness

## Challenges:

- Needed a platform that provided CPAs access to online learning materials and accounting industry news
- Platform required scalability and robust features to support thousands of CPAs in continuing education
- Easily manageable content was necessary for self-study success
- Lack of a marketing platform

## KMS Impacts:



Upgraded the application by implementing TDD, a new version of Rails, to incorporate Salesforce.com and add Self Study.



Refactored code and created new solutions to optimize the Heroku application by implementing New Relic, refining the entire development process.



Heavily integrated Salesforce.com into the application to support marketing efforts, webinar administration, content management and more.



Grew CPAAcademy.org's online community by integrating third-party marketing tools and Salesforce.com.



*KMS did an amazing job supporting our website— Their team is always available, quick to respond, and creates high-quality solutions for the business.*

 President