

Basati, a Certified Salesforce Consultancy, does consulting the way it should be done. Putting the client's best interest first, and recommending sound, cost-effective and future sighted solutions, which the firm can then implement directly.



Tim Smith
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Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: *Mr. Smith, would you tell us about the vision for Basati when you started the company?*

Mr. Smith: The vision was around using Salesforce.com and the strategy for businesses to reach their goals and vision. And how to use Salesforce in order for that to happen.

CEOCFO: *What is the vision today?*

Mr. Smith: The vision is still the same. It is continually evolving platform and continually evolving business world so being able to take a look at what businesses need, what they want and what they are trying to accomplish and still having a solution that actually can work and enhance their strategies is still the vision today and why we do what we do.

"We can do all that in Salesforce. We can help automate that process. We can push that information out to the clients through the community and really allow them to get their answers when and where they need them and not have to wait on us to respond. They become raving fans because they know all about our products and solutions and then get to see and experience it and be a part of it."- Tim Smith

CEOCFO: *What do you understand about Salesforce that other less experienced people do not?*

Mr. Smith: Salesforce.com is a platform. It is a way for a business to automate any process. It is not about sales, it is kind of misnamed in that sense. It is about anything that I want to automate, whether it is internal or sending out to my clients, sending out to prospects, or receiving information from other systems. It is all about what can I automate so that I can focus on what I do best whether that is selling, customer service or accounting. It is about letting me use this system to automate everything daily and let me focus on what is my highest and best use and what is going to make the business and clients the biggest success.

CEOCFO: *When might someone turn to you and how do you help them understand the full range and value of Salesforce?*

Mr. Smith: People generally turn to us as they purchase Salesforce and they need implementation success. They need someone to guide them on how to set it up and how to set up a foundation, at least at the beginning, in order to not lock