

Identify an Organisation and its use of modern technology to improve efficiency

Into the Music Industry:

Spotify and its use of Salesforce for giving the best solution for their costumers

Nahla Hantoura – 2021289
Mohammed Asadur Rahman – 2020992
Selda Nergiz – 1919894
Imrich Kovacs – 2024555

Lecturer: Amitave Banik





Background of the organisation

Nahla Hantoura - 2021289



Spotify: when and How it started?

- Founded in 2006 as small Start-up in Sweden
- The Creators main idea was to prevent piracy and help people having all their music on one platform
- Launched free in UK until its growth has become too fast and in 2012 started charging the service
- Now counts 61 countries that use it and it's worth more than 23\$bln

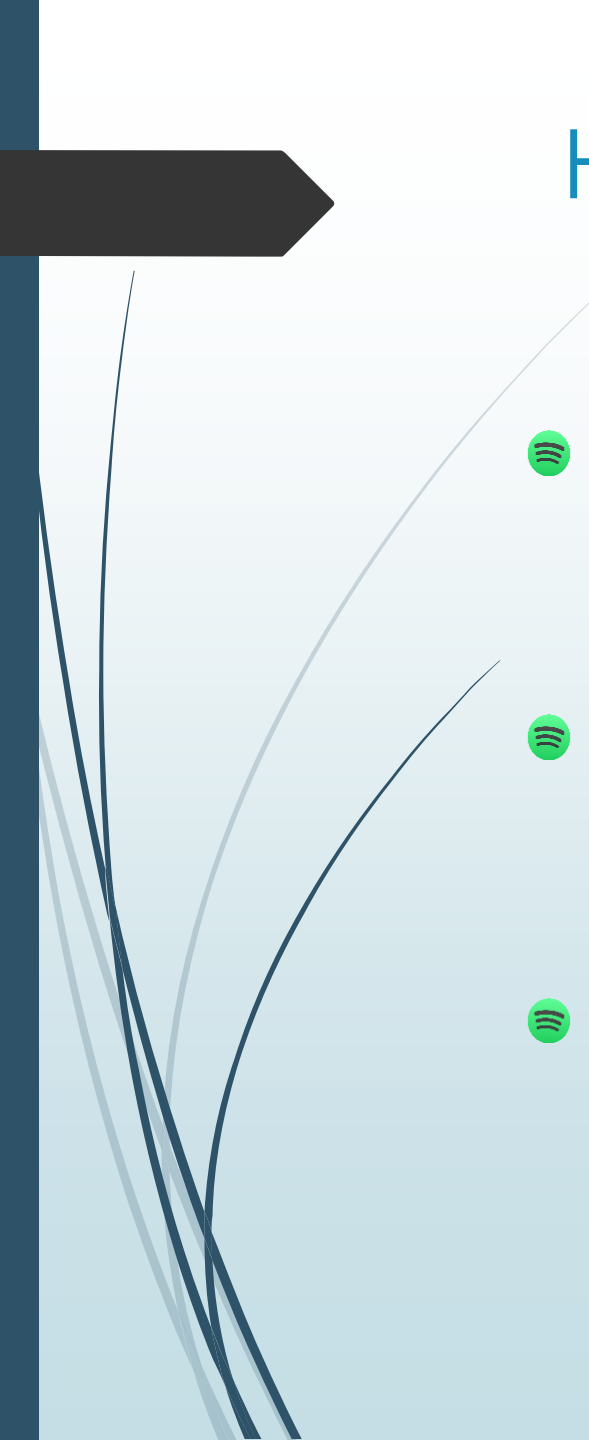
Fun Fact about the name:

At first the company's name was misheard when shouted by someone, then they wanted to combine different words by creating the one we know now:

SPOT + IDENTIFY -> SPOTIFY

The challenges before the introduction of modern technology

Nahla Hantoura 2021289



How did they work before introducing Salesforce?

- They were using Desk.com for them to help with fast customer support, but wasn't enough
- They needed to collaborate with main marketing companies that could help them for their advertising
- And needed to use a communication channel for them to publish all the upcoming events and any news or update



Insights to the modern technology introduced

Mohammed Asadur Rahman – 2020992

Insights to the modern technology introduced- Salesforce



In recent years, there has been a big surge in Cloud Computing Technologies. One such technology which has had an immense impact on the world of computing is Salesforce.



Before Salesforce, Customer Relationship Management (CRM) solutions were hosted on company's own server which was very expensive.



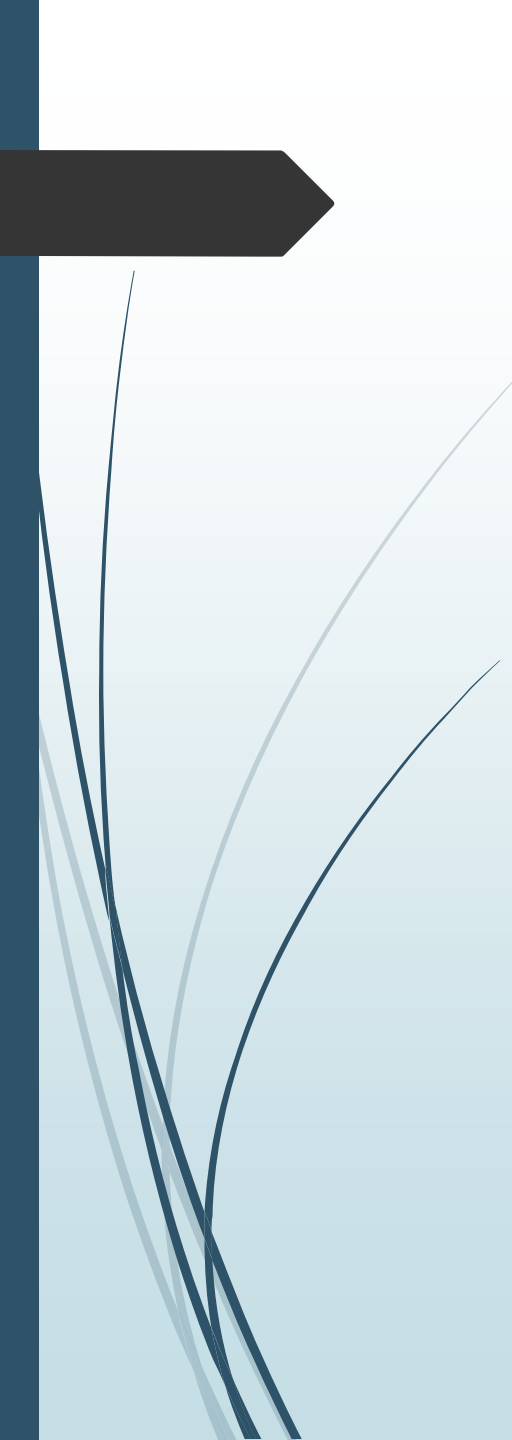
Salesforce has grown into the fifth-largest software company in the world because it is cheaper and it delivers online services.

Why to use Salesforce?

- Salesforce is unique for its Fast, Easy and Effective service.
- Salesforce is in the cloud, so it can be used from anywhere with access to the internet
- Salesforce seamlessly integrates with 3rd party apps- e.g Spotify
- Salesforce is affordable, especially for its vast variety of capabilities.



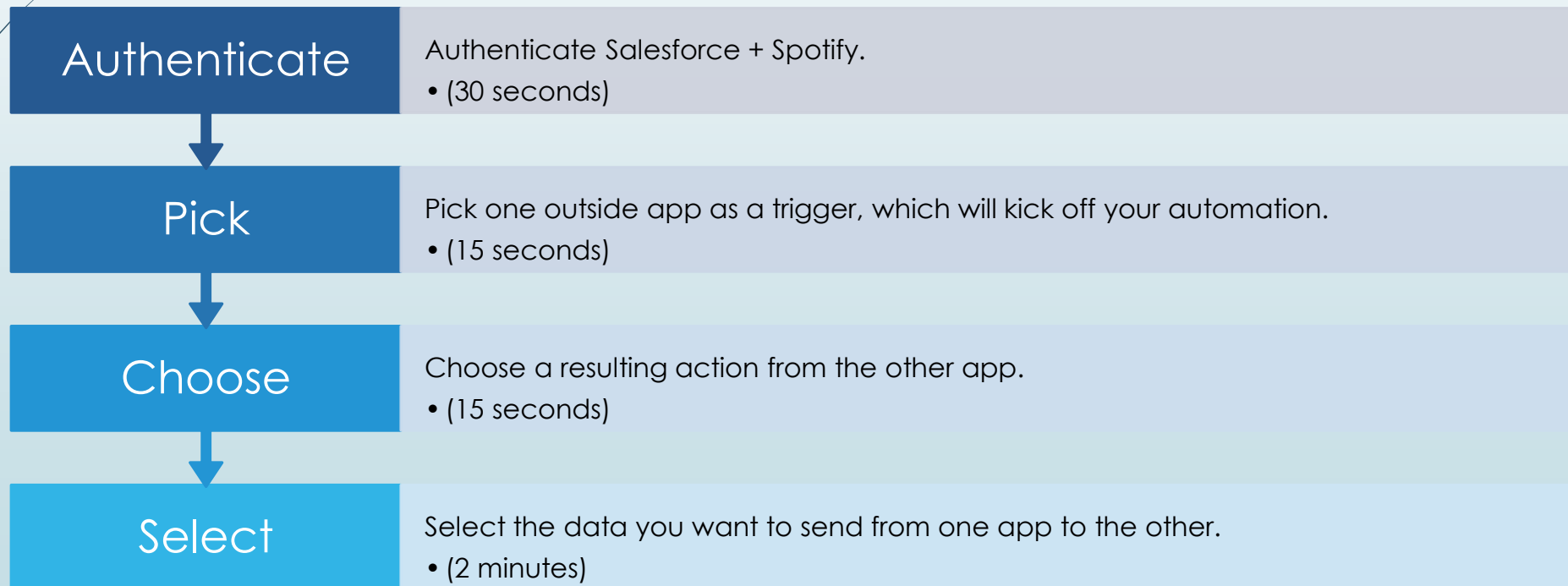
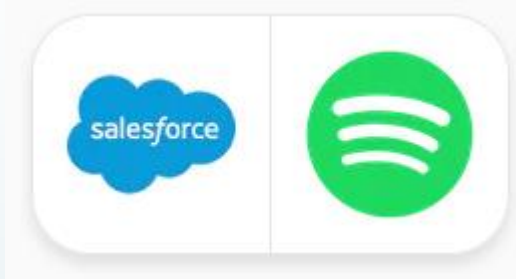
As seen in the above image, Salesforce provides you with the fastest path from Idea to App



How does Salesforce work along Spotify?

- Spotify is passionate about making all the world's music easy to access — and even easier to share
- The company uses Salesforce for everything from collaboration to tracking progress against quarterly targets to recognizing group and individual achievements to helping customers
- Salesforce gathers data from every interaction with a client in one place so that everyone on your team gets a full picture of every relationship.

Spotify + Salesforce Integration



References:

Background of the organisation:

- Wikipedia(2021) 'Spotify'. Available at: https://en.wikipedia.org/wiki/Spotify#cite_ref-sec_1-0 (Accessed 29.03.2021)
- BBC (2018) 'How Spotify came to be worth billions'. Available at: <https://www.bbc.co.uk/news/newsbeat-43240886> (Accessed 29.03.2021)

The challenges before the introduction of modern technology:

- Salesforce (2021) 'Salesforce tops Spotify's playlist'. Available at: <https://www.salesforce.com/customer-success-stories/spotify/#:~:text=With%20Salesforce%2C%20Spotify%20has%20continued,degree%20customer%20views%20and%20collaboration> (Accessed 29.03.2021)
- Advanced Communities (2021) 'Spotify'. Available at: <https://advancedcommunities.com/success-stories/spotify/> (Accessed 29.03.2021)

Insights to the modern technology introduced- Salesforce:

FORSTER, J., 2021. *Saleforce*. [Online]

Available at: <https://www.salesforce.com/customer-success-stories/spotify/>
[Accessed 3 April 2021].

Nachiketh, 2020, July. *Edureka*. [Online]

Available at: <https://www.edureka.co/blog/what-is-salesforce/>
[Accessed 3 April 2021].

Unknown, 2021. *Zapier*. [Online]

Available at: <https://zapier.com/apps/salesforce/integrations/spotify>
[Accessed 3 April 2021].