

WOMEN IN TECH - LADIES BE ARCHITECTS



AN INDEPENDENT COMMUNITY, FOUNDED LATE 2017 BY GEMMA EMMETT, A SOLUTION ARCHITECT AT BLUEWOLF UK.

GEMMA WAS WORKING THROUGH THE SALESFORCE ARCHITECT CERTIFICATIONS AND WANTED SOME STUDY BUDDIES. SCOURING THE COMMUNITY FORUMS, IT BECAME CLEAR THAT WHILST INTEREST WAS HIGH, WOMEN WERE SCATTERED AND SIGNIFICANTLY UNDER-REPRESENTED IN THIS AREA OF THE SALESFORCE ECOSYSTEM.

Gemma set out to explore why and create a place for women seeking to establish themselves in technical leadership roles. Ladies Be Architects was born, with its first online study group held in December 2017.

By the end of 2017 Gemma had gone from 5 to 15 certifications and planned to tackle the mighty Certified Technical Architect (CTA) credential. The CTA review board process seemed a mystery – it's notoriously difficult with little publicised content. She also discovered that with 250+ CTAs worldwide, less than 20 of these are women.

"This is hardly surprising, since we're our own biggest critics," Gemma says. "we're good at talking ourselves out of going for the big things. It's with constant self-criticism that we're holding ourselves back."

Meeting Deloitte's Charly Prinsloo was a defining point for Gemma. As both women worked towards their CTA credential, the two bonded virtually between the UK and Texas and Gemma invited Charly to join as co-leader. The right encouragement from Salesforce, along with a constant stream of new certification content helped the community grow from 24 original members to 750+ in nine months. Since then,

study groups have continued, a website was born and it even has a swag store!

This community empowers men and women. Since starting, three women have run their own study group courses on data integration and platform development. Susannah St-Germain, inspired at TrailheadDX, began an equality research project to establish a baseline for the Salesforce architect community. Now Gemma, Charly and Susannah support each other both personally and professionally. They speak at events like Salesforce Connections, user groups and community-led events like Forcelandia and WiTness Success. Men are watching eagerly as they suddenly find a whole host of new content to work with. Their support adds to the community's strength.

At Dreamforce, Ladies Be Architects is proud to be running three sessions focused on de-mystifying the Certified Technical Architect journey. The first, on Tuesday, is an introduction to the community, with Gemma, Charly and Susannah sharing what inspired them to start.

On Wednesday Ladies Be Architects takes you through the Ultimate Hiking Guide for Mt. CTA, joined by some very special guests from the architect community. On Thursday – grab your magic markers and have a go at the review board yourself! Design an Amazing, Enterprising, Rockstar Solution based on a home-made hypothetical scenario.

Gemma will meet Charly and Susannah for the first time in person at Dreamforce this year, so you can expect many hugs, possibly some tears – but much more of the support and friendship Ladies Be Architects has spent nearly a year building together and will continue to do so beyond Dreamforce.



RARELY IS THERE A PERIOD WITHOUT A MERGER OR ACQUISITION IS THIS TRAILBLAZING ECOSYSTEM AND THIS QUARTER WAS NO DIFFERENT. HERE'S TWO THAT CAUGHT OUR EYE!

Salesforce Acquires Datorama for \$880 mil



What Salesforce had to say:

Exciting news! Salesforce has signed a definitive agreement to acquire Datorama, the leading cloud-based, AI-powered marketing intelligence and analytics platform for enterprises, agencies and publishers. Salesforce is excited to welcome Datorama's incredible team to the Salesforce family.

Salesforce's acquisition of Datorama will enhance the power of Marketing Cloud with expanded data integration and intelligence, enabling marketers to unlock insights across all of their marketing channels and data sources. With one unified view of data and insights, companies can make smarter decisions across the entire customer journey and optimize engagement at scale.

Datorama customers will be able to leverage the power of the world's #1 CRM to take action on data and insights, delivering smarter engagement across the entire customer journey.

Source: *Salesforce.com newsroom*

What Datorama had to say:

This is great news for Datorama and Salesforce customers, as well as marketers everywhere. Datorama will enhance the power of Salesforce Marketing Cloud with expanded data integration, intelligence and analytics, enabling marketers to unlock insights across all of their marketing channels and data sources.

Datorama enables more than 3,000 leading global agencies and brands—including PepsiCo, Ticketmaster, Trivago, Unilever, Pernod Ricard and Foursquare—to optimize marketing campaigns, automate reporting and make data-driven decisions faster.

Datorama is also the standard for marketing intelligence within agencies. Customers like Havas Media Group leverage Datorama to drive greater strategic value from their data across all clients. "Datorama helps us create at scale for our clients, one unified view of their spend, campaign

performance and impact across all brands, markets and technologies. Datorama is a key element to streamlining our operational activities around data ingestion and reporting, so our teams can spend less time building reports and dealing with data preparation, and spend more time analyzing information and recommending value driving decisions to our clients. We are excited about an even brighter future together with Datorama and Salesforce to support our strategic relationships with our clients," said Sylvain Le Borgne, EVP

Global Head of Technology at Havas Group Media. Ran Sarig, Datorama CEO and Co-Founder

What we Say:

We like!

This is once again an impressive move to strengthen the Marketing Cloud offering and in line with the AI analytics for marketing approach that has seen Datorama's current customers enjoy great success. Salesforce will also strengthen its position its against competitor offerings, most notably Oracle and Adobe.

DocuSign Acquires CMSpring for \$220mil

What DocuSign said

With the addition of SpringCM's capabilities in document generation, redlining, advanced document management, and end-to-end agreement workflow, the deal further accelerates DocuSign's broadening of its solution beyond e-signature to the rest of the agreement process—from preparing to sign, acting-on, and managing agreements.

"DocuSign pioneered the e-signature category, and has built a strong SaaS business around that capability. We've also started to offer solutions that connect and automate the entire agreement lifecycle," said Dan Springer, CEO of DocuSign. "We've done this with SpringCM as a partner across hundreds of joint commercial and enterprise customers. And we have many more DocuSign customers asking us to provide these capabilities natively as part of our platform.

That's why we believe today's announcement makes such great business sense."

"SpringCM shares DocuSign's passion for transforming and automating the foundation of doing business—the agreement process," said Dan Dal Degan, CEO of SpringCM. "That's what we've

been focused on since inception, and it's why we power the contract lifecycle management processes for more than 600 of the world's leading companies—including ADP, Aetna, Facebook, Hilton, Lenovo, Spotify, and the U.S. Department of Agriculture. By joining forces with the market leader, we can continue to simplify and accelerate the process of doing business, and drive innovation both before and after agreements have been DocuSigned."

Under the terms of the agreement, DocuSign will acquire SpringCM for approximately \$220 million in cash. Subject to customary closing conditions, including U.S. regulatory approval, the acquisition is expected to close in the third quarter of DocuSign's fiscal year.

What We Say:

We like this too!

This space is hotting up and this acquisition really does make business sense! DocuSign and SpringCM can be seen shoulder to shoulder in many deals and customers like that synergy, to that end perhaps DocuSign's next buy will be that of Nintex Drawloop or vice versa as they are also strong allies in this market and would seem a natural fit in the mind of Rex Langton. You read it here first!