



appex Consulting

Your growth, powered by Salesforce

Company Presentation



**CONSULTING
PARTNER**



About Appex

Appex is a certified Salesforce Consulting Partner¹ headquartered in Greece that serves clients globally.

Our extremely agile structure empowers us to tailor our services to companies of any size.



We are experts in Salesforce,
the best CRM platform globally.

We enable our clients to adopt any Salesforce offering in order to elevate various aspects of their business, such as Sales, Customer Service, Marketing, Analytics & IT and truly digitize their processes.

¹: For more information about the Salesforce Partner program, you can visit [here](#)



Our Vision

We aim to become Europe's No.1 Salesforce consultancy for emerging markets by:



Focusing on Businesses of All Sizes

We bridge gaps of knowledge and other resources that usually forbid non-enterprise companies to realize the value of Salesforce.



Specializing in Salesforce

By being a Salesforce-exclusive consultancy, we create more value through our deep technical and commercial knowledge.



Operating Globally & Staying Agile

Our team is global, flexible, fully remote and proud of it! That is how we quickly solve problems for clients of any industry or size.

The Salesforce Advantage

salesforce

The world's #1 AI, Data & CRM platform¹

Customer Relationship Management (CRM)

Manage customer relationships & improve internal collaboration

Automation

Native & custom flows to free up employee time and streamline operations

Scalability

Salesforce is 100% cloud-based, a perfect fit for growing businesses

Data-Driven Decision-Making

Robust analytics, reports & dashboards powered by AI

Integrations

Connect with 3rd party systems (ERP, marketing automation, e-commerce etc.) to centralize all data of your business



¹: [International Data Corporation \(IDC\)](#) ranked Salesforce #1 for the 9th consecutive year

Our Services

4 different service packages to cover all your needs around Salesforce

Implementation

We build the Salesforce platform for you

We adapt the platform to your exact needs, customize any item you need and integrate it to other third-party systems you may use (e.g. ERP, marketing tools etc.)

Managed Services

We handle all your Salesforce back-end activities

If you already use Salesforce, we provide all the required maintenance & support services to minimize your effort (administration, automation building or general support)

Consulting

We advise you on Salesforce

We help and train you on the platform or educate you on the best cloud for your business

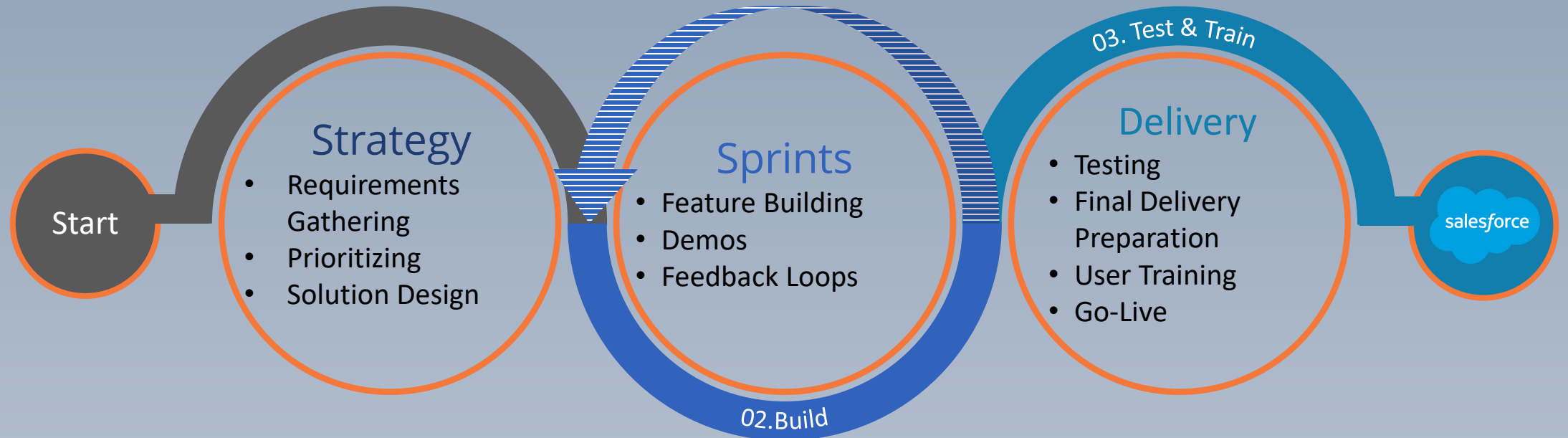
Org Optimization

We fix your Salesforce Org

If you notice problems in your existing Salesforce instance, we perform system health checks and help you optimize it

The Appex Project Methodology

We follow a flexible approach on each project to ensure quick delivery and optimal results



Pathways After Go-Live:

Project Warranty

Follow-Up Phase(s)

Appex Managed Services

Appex Managed Services

Complete post-implementation Salesforce support



Delegate your Org's Management to Our Salesforce-Certified Experts

- Own your Salesforce Org without the need for technical knowledge or time devoted by your people
- 8 hours / month (or more), exclusively dedicated to your business
- Use your hours for any Salesforce-related work
- Roll-over unused hours to the following months
- Option to purchase additional hours under the same (reduced) hourly fee

The Appex Team

We work with 20+ consultants & developers all over the world to cover any project needs



Faidon Giachanatzis

Founder & CEO

Faidon is a seasoned Salesforce professional with more than 3 years in the Salesforce ecosystem. Previously employed by Salesforce itself, he grew the technology's footprint in the Mediterranean and has witnessed firsthand the value it uncovers for businesses of any size.



By carrying the most up-to-date knowledge of the Salesforce ecosystem and having worked as a consultant for 2 years, Faidon decided to gather a team of other experts and to found Appex. Based on such strong foundations, Appex acts as a trusted advisor for businesses that adopt Salesforce and continuously proves 'what good looks like' in regards with this technology.

Our Certifications:



Project Success Story

Neurolife - Healthcare & Life Sciences



The Problem

Neurolife, a growing medical services provider in Greece, was struggling with manual processes for doctor compensation, shift scheduling and file management. Financial data lacked proper access controls and storage issues were starting to impact daily operations. The existing Salesforce setup wasn't aligned with their evolving needs.



Fit with Salesforce



Salesforce Sales Cloud provided the ideal platform to streamline operations, automate repetitive tasks and ensure secure access to sensitive data. With the flexibility of custom Flows, components, and integrations, it was the perfect foundation for Neurolife's digital transformation.



How Appex Helped

Appex led a full org optimization project, delivering:

- Automated salary and dynamic payment calculations for doctors based on real-time data.
- Shift scheduling and on-duty logging, fully automated and mobile-accessible.
- Integration with Google Drive to manage files efficiently without using Salesforce storage.
- Refined sharing settings and profiles to protect sensitive financial data.
- Custom Flows and objects to support admin efficiency and reporting accuracy.



The Result

A smarter, leaner Salesforce org supporting Neurolife's operations. Each doctor is now more empowered to use Salesforce, as their valuable time is dedicated more to focus on patient care. Manual spreadsheets are gone, file storage headaches are solved, and compensation is now handled with precision and zero manual updates.



Thank You!

Any Questions?

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salesforce

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