



We Eat  
Software



The Story  
of Faye



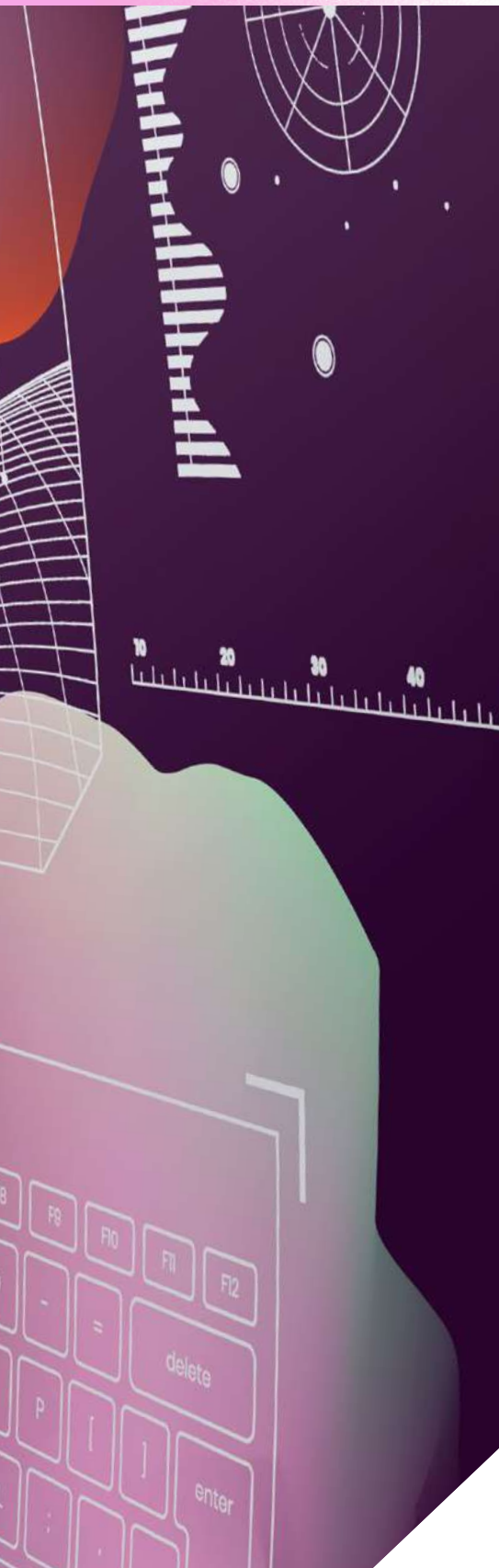
[fayedigital.com](https://fayedigital.com)

**SOME EAT  
STEAK.  
WE EAT  
SOFTWARE.**



**WE EAT  
SOFTWARE**






At Faye, we love software.  
We eat it, breathe it,  
and build it.

We make the best software in the world even better through better management, optimization, customization, and support.

Faye clients get 10x returns on their software. Whether Zendesk, SugarCRM, Salesforce, HubSpot (and more), we are a company intensely passionate about unlocking more from your software and making it the best it can be.





# THE STORY OF SOFTWARE ABOUT YOU

You're a visionary. Forging the path ahead to achieve market dominance for your company. You're competing, hustling, and winning as the world changes rapidly.



Software sits at the center of that change. In fact, CRM, CX, and marketing software will be fundamental to your success in the next 10 years. To stay ahead, you need to adapt the way you use this software to uncover its potential.

Because set and forget is a myth – You need software to fit to your systems, processes, teams and infrastructure even as they change. From integration to security, data management, reporting and user adoption...it can get complex. And that's all before 10:15am on a Monday morning. You haven't even hit your third coffee yet.





# ABOUT FAYE: SOFTWARE MADE SUPERCHARGED

We are problem solvers who believe there's always a better way, even when it's not clear. We are technologists, visionaries and software geeks – just like you. We know that success is not just choosing the right software – but making it sing like Celine Dion.

Our passion is simple, to make software work better. Because poorly managed software costs millions of dollars and thousands of hours. Software implemented well though? Now, that's an exciting and dare we say, sexy idea.

It's what we've built our business on. Providing customers like you the peace of mind to lead change and optimization with confidence. Or in a simpler way - Software done sexy (Should that be our new tagline? Our lawyers think no).











ABOUT YOU & FAYE



# ABOUT YOU & FAYE: THE CHANT

From strategy to implementation, integration and support, we make you better. Whether it be Zendesk or SugarCRM, Salesforce, HubSpot and more, your business is unique, and one size software does NOT fit all.

Our promise is simple...You will be the office hero. In fact, if your company is not chanting your name every time you walk the hallways - Money. Back. Guarantee\* (Again, lawyer says no).

That's how committed we are to the chant. "Der-rick. Der-rick. Der-rick...", "Lin-da. Lin-da. Lin-da" Can you hear it?

We're Faye.  
We eat software.

And that's all you really  
need to know.



# OUR VALUE





# 01

## UNLOCK PRODUCTIVITY

Do the work of 1000 with 100.

Software capabilities have ascended to new heights and companies need heroes to configure them into the future and do more with less. We want to help you be that hero.

# 02

## INTEGRATIONS MATTER

Fearlessly integrating what no one has integrated before.

We're software strategists at heart and with complexity on the rise, your digital ecosystem is becoming fragmented. Integration is essential and we don't sleep till things are humming the way they need to be.

# 03

## MOVE FORWARD

The past called. It wants your old on-prem software back.

Don't get left behind with a sub-standard software implementation. Move ahead of the pack with true digital transformation. It starts with the right software but that's only the beginning. We help you configure, integrate, implement, optimize and adopt software.

# OUR OFFERING: AXIA

AXIA by Faye™ bundles our capabilities and tools into one monthly or annual subscription. Drive ongoing value and optimization for your business with strategy, support, training and access to our full software suite.

From technical support to ongoing strategy, regular check-ins, onboardings, training, software add-ons and digital tools, AXIA is a revolutionary approach to ensuring your software gets better with age like a fine wine.

AXIA supports your software success for Zendesk, SugarCRM, Salesforce and HubSpot. We've custom built our AXIA offering around each. Find out more at [www.fayedigital.com/AXIA](http://www.fayedigital.com/AXIA)





**STRATEGY**

**CONFIGURATION**

**DEPLOYMENT**

**ADOPTION**

**ACCOUNTABILITY**

**AGILITY**

**01**

**02**

**03**

**04**

**05**

**06**







# AXIA FOR THE WIN

## Build for scale


You are unique. Selecting the right software is just the beginning. Poor implementation leads to reduced ongoing value and ROI. Success is found in a clear strategy, consistent execution and software expertise. AXIA includes ongoing strategy and planning to grow with you.

## Compound value with adoption

Great user adoption is pivotal for software to perform at its best in your business. AXIA's training, ongoing support, Q&A, programs and adoption initiatives are protection against failure. When CRM, CX and marketing software implementations fail, it's rarely because the wrong one was chosen. Rather, it's because successful internal adoption was not achieved.

## Evergreen and future proof

You will change and evolve. Your business is not a snapshot in time but a fluid and growing organism – and those changes impact the way you structure teams and use software. AXIA enables your software to adjust and evolve with you, so it doesn't get left behind.



Making your software  
so good, you'll cry  
happy tears.

Call us  
Email us  
Live from  
Serving clients  
Look us up



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hello@fayedigital.com  
Woodland Hills, CA HQ, 2 coasts, more than 6 states, and 3 continents  
Worldwide  
fayedigital.com



Purveyors of fine software solutions to empower:  
Zendesk | SugarCRM | Salesforce | HubSpot | and More