



Media Contact:

Darlene Covington

Attain

703.857.2251

dmcovington@attain.com

USO Transforms its Business with Attain and Salesforce

Attain recognized for support of USO in annual Salesforce Partner Innovation Awards

MCLEAN, Va., Jan. 24, 2018 – [Attain, LLC](#), a leading management, technology, and strategy consulting firm, announced it has helped the United Service Organizations (USO) transform its business by leveraging [Salesforce](#) to digitally engage its constituency and further improve the delivery of USO programs and services across its 200 centers worldwide.

Beginning with 15 pilot centers, Attain helped USO replace its largely decentralized and paper-based system for collecting program participation, center usage, and constituent feedback data with a Salesforce solution that provides access to real-time centralized data that enables analysis and comparison across USO's global locations. USO now has actionable insight not only into how centers are being used, but also into who is using them, how often, and their level of satisfaction.

"As a next-generation consultancy and [Salesforce Consulting Partner](#), Attain continues to fulfill its promise to clients, delivering technology at the forefront of disruption and transformation," said [Greg Baroni](#), Chairman and CEO of Attain. "Our work with USO demonstrates the power of digital transformation through leading solutions like Salesforce, and we thank USO for the opportunity to help further their mission to strengthen America's military service members by keeping them connected to family, home and country throughout their service to the nation."

For this innovative work, Attain has been named a recipient of the Salesforce Partner Innovation Award in the nonprofit category. The award was presented at Dreamforce 2017, the most inspiring technology event of the year and the world's largest gathering of Trailblazers. As a Salesforce Silver Consulting Partner and a Salesforce.org Premium partner, Attain has completed more than 600 Salesforce implementations.

"The Salesforce Partner Innovation Awards recognize the incredible work performed by our partners, and their dedication to delivering customer success," said Tyler Prince, Executive Vice President, Worldwide Alliances and Go-to-Market Innovation, Salesforce. "In this age of the customer, it's imperative that companies focus on customer success. It's not only a customer expectation, it's a vital component of a company's long-term success strategy."

Within the first seven months of the pilot, USO's new application logged more than a million interactions through center visits and program participation. The application, which increased efficiency for the organization, is projected to serve over 400,000 individual service members and families by the end of 2018 as it is further rolled out.

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About Attain

Based in McLean, Va., Attain is a leading management, technology, and strategy consulting firm comprised of innovative problem solvers who disrupt the status quo to change the world and improve the lives of those they touch. From strategy and digital transformation to cyber security, cloud services, business intelligence and analytics, infrastructure management, as well as industry-specific operational expertise, Attain brings proven performance and forward thinking to advance our clients' missions across the government, education, healthcare, and nonprofit landscapes.

For more information, please visit attain.com.

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