



# INFOSYS AND SALESFORCE® PRACTICE

Drive world-class innovation, efficiency  
and growth with Salesforce® cloud  
integration services from Infosys

Infosys®

## Introduction

By 2018, 62 percent of customer relationship management (CRM) will be cloud-based and the cloud computing market will reach US \$127.5 billion as Salesforce® further solidifies its market leadership position\*\*.

To sustain growth and increase profitability, your enterprise must enhance collaboration with employees, customers and businesses. When you engage, share and collaborate, your enterprise becomes increasingly agile and responsive to the needs of customers. To do this, you need collaboration platforms and applications that are easy to customize, integrate with processes and scale to meet emerging business requirements.

Infosys is a leader in cloud integration services. Our execution services include architecture definition, agile implementations, global rollouts, ecosystem integration, and platform-based application modernization and support services on Sales Cloud®, Service Cloud®, Marketing Cloud, App Cloud, Community Cloud®, Heroku, IoT, Analytics Cloud™, and many other AppExchange® technologies. Our capabilities stem from and include numerous Salesforce® -certified consultants, expertise in vertical markets and cloud technologies and intellectual property (IP). In addition, we have built strong partnerships with Salesforce® independent software vendors (ISVs) including Apttus, CloudSense, CloudCraze, FinancialForce, ServiceMax, and Vlocity to innovate faster and serve customers better. Finally, we have a diverse set of vertical-specific solutions for life sciences, insurance, consumer packaged goods (CPG)/retail, discrete manufacturing, and high-tech industries that enable us to steer customers towards high performance.





## At a glance: The Infosys Salesforce® Practice

- **Experts and consultants:** Over 8,000 CRM consultants offering end-to-end services as well as a team of over 1200 Salesforce® cloud experts with over 800 certifications engaged in more than 200 engagements
- **Service offerings:** These include process and domain consulting, package consulting, implementation and development (greenfield transformation programs), application rationalization and modernization initiatives on SFDC (legacy to SFDC migration), managed services center of excellence (CoE), capex to opex return on investment (ROI) analysis, and Force.com® programs
- **Expertise:** This includes integration with different back-end systems and mobile platforms
- **Experience:** Our Salesforce® deployment experience is across different industry verticals – financial services and insurance, healthcare, retail and CPG, high-tech, discrete manufacturing, energy, utilities, and services

# Infosys Salesforce® Center of Excellence

Our platinum consulting partnership with Salesforce® enables clients to benefit from next-generation solutions, a global pool of certified practitioners and robust development and support.

## Industry focus

Infosys CarePlus™ : This is a next-gen integrated care management platform built as-a-service on Salesforce® (healthcare) and consists of:

- Collaborative platform for chronic disease management
- Intent-driven design for holistic user experience across multiple devices
- Digital layer of engagement through a well-evolved integration framework
- Predictive model and self-learning algorithms for hospitalization through ANN

## Customer advocacy for retail

The Customer Advocacy Tool is a retail industry solution for digital and social media marketing that leverages the sales and marketing cloud of Salesforce® – Exact Target and Social Studio – for streamlined

consumer connect, behavioral targeting, campaign management, marketing effectiveness tracking, and social analytics. branded communication and inquiry process, behavioral targeting, campaign management, channel effectiveness, and social analytics.

## iCRM

The Infosys Life Sciences CRM (iCRM) solution is a tailored solution based on the Force.com® platform that improves sales and marketing with a customized CRM solution for life sciences. This advanced solution drives sales force automation (SFA) and sales force effectiveness (SFE). It helps organizations reduce cost through better integration between sales and marketing and provides data analytics for better decision-making.

## Solution Focus

Infosys Automation Framework™ is a standalone Java application that can automate build configuration, retrieve metadata and execute functional testing using scripting languages of choice. The framework saves nearly 40% of effort during build and testing phases. Our

Force.com® enablers help companies develop next-gen apps and facilitate legacy modernization through LotusNotes to Force.com migration tool® and Force.com data® loader framework along with deploying and managing the framework. The Social Enterprise Solution from Infosys uses Salesforce® and allied technology components to deliver streamlined and branded communication and inquiry processes, behavioural targeting, campaign management, channel effectiveness, and social analytics. Infosys Integrated Service Management Solution manages cases, activities, knowledge, and reporting with automation to assign and re-direct cases and activities for employees.








## Knowledge repository

We codify best-practices, tools, process aids, and accelerators of successful projects in a centralized repository. This encourages knowledge sharing and enhances competencies, thereby boosting efficiency. We also have dedicated groups to research the latest offerings and releases from Salesforce®.



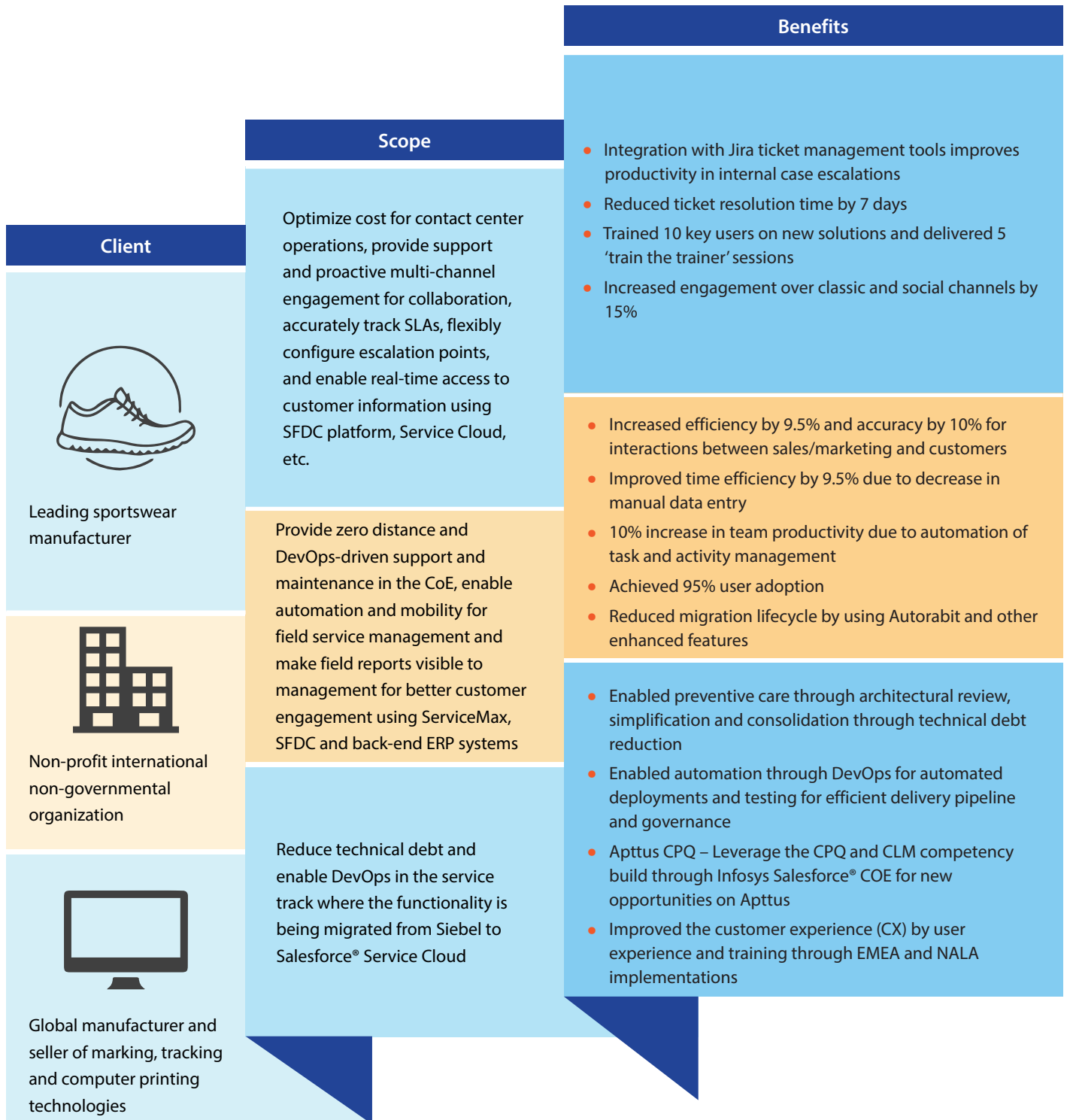
# Infosys Salesforce® footprint

Our lineage of business consulting, independent validation, enterprise application integration, and modular global sourcing is helping us expand our Salesforce® footprint.

Service Offerings / Industry	 Strategy and Roadmap	 Evaluation of hosted / On-premise Options	 Implementation and Customizations	 Rollouts	 Salesforce Integration with other Systems	 Production Support and Maintenance	 Migration from other CRMs to Salesforce
High-tech and manufacturing	✓		✓	✓	✓	✓	✓
Retail, CPG, and logistics			✓	✓		✓	✓
Banking and capital markets			✓	✓	✓	✓	
Insurance, healthcare, and life sciences	✓	✓	✓			✓	
Communication, media, and entertainment		✓	✓				
Energy, utilities, and services	✓		✓	✓	✓	✓	✓

## Success stories

Infosys Salesforce® Practice has implemented more than 160 projects for over 50 global clients



## Benefits

## Scope

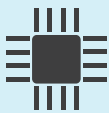
## Client



Leading science-driven innovation company

Provide global and uniform data management, unify legacy pricing tools across different geographies and enhance and develop the existing Salesforce® features

- Improved client's performance and bottom-line growth by 0.75-1%.
- Built a custom pricing solution that was leveraged across the globe
- Reduced financial closure time by nearly 30%
- Centralized contract templates reduced instances of erroneous and old templates being used for new contracts by 95%
- Nearly 50% reduction in price approval time due to enhanced integration with SAP along with fast, easy, SOX-compliant, and mobile-enabled approval processes on iPhone and Blackberry



Office automation equipment manufacturer and supplier

Create a single instance of Salesforce® to aggregate IT systems after mergers and acquisitions (M&As)

- Streamlines sales operations through better alignment between accounts and sales representatives
- Integrates with customer master, HR management system and Oracle-based applications
- Offers access to Salesforce® on mobile devices



Leading beverages company

Enable automation and streamline processes for HR management, use HR services case management solution implemented on Salesforce® Service Cloud and implement custom branding and single sign-on.

- Increased process efficiency by up to 30%
- Automated reporting increased time efficiency by up to 20%
- Reduced manual work by up to 20% due to effective case management



Direct broadcast satellite service provider and broadcasting company

Develop a comprehensive CRM platform and unified UI, improve content delivery and provide seamless integration between content providers

- 25% increase in efficiency due to unified CRM platform
- 7% increase in productivity
- Seamless integration with CPQ, content delivery platform and marketing management platforms
- Better user adoption, shorter time-to-market and effective use of Service Cloud and partner communities, providing significant cost savings

\*\* Source: [Forbes](#)



 #InfosysDigital

[www.infosys.com/digital](http://www.infosys.com/digital)

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