INFOSYS AND SALESFORCE® PRACTICE

Drive world-class innovation, efficiency and growth with Salesforce® cloud integration services from 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.
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® – ExactTarget 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.com Center of Excellence

- Platinum partnership and joint go-to-market (GTM)
- Industry thought leadership
- Advisory pool of senior technical architects
- Tools and process collaboration
- Innovation groups for apps and best practices in Salesforce ecosystem
- CarePlus - IoT solution for LifeScience
- Customer advocacy for Retail

 Infosys Salesforce.com Center of Excellence

- Continuous delivery and reusable artifacts
- SFDC alliance management
- Knowledge management
- Methodologies and frameworks
- Salesforce® Platform accelerators
- Proprietary Infosys/Adaptive Interactive Methodology for implementation, support, and release management
- DevOps frameworks for Salesforce
- CoS as a Service
- Flexible pricing models
- Reusable code
- SVN, jenkins, ANT, test automation, JIRA
- Industrialized PoC frameworks
- Web service libraries for integration
- Legacy to SFDC migration frameworks

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# Infosys Salesforce® footprint

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

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Success stories

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

### Client

#### Leading sportswear manufacturer

- Optimize cost for contact center operations, provide support and proactive multi-channel engagement for collaboration, accurately track SLAs, flexibly configure escalation points, and enable real-time access to customer information using SFDC platform, Service Cloud, etc.

#### Non-profit international non-governmental organization

- Provide zero distance and DevOps-driven support and maintenance in the CoE, enable automation and mobility for field service management and make field reports visible to management for better customer engagement using ServiceMax, SFDC and back-end ERP systems.

#### Global manufacturer and seller of marking, tracking and computer printing technologies

- Reduce technical debt and enable DevOps in the service track where the functionality is being migrated from Siebel to Salesforce® Service Cloud

### Benefits

#### Scope

- Integration with Jira ticket management tools improves productivity in internal case escalations
- Reduced ticket resolution time by 7 days
- Trained 10 key users on new solutions and delivered 5 ‘train the trainer’ sessions
- Increased engagement over classic and social channels by 15%

#### Client

- Increased efficiency by 9.5% and accuracy by 10% for interactions between sales/marketing and customers
- Improved time efficiency by 9.5% due to decrease in manual data entry
- 10% increase in team productivity due to automation of task and activity management
- Achieved 95% user adoption
- Reduced migration lifecycle by using Autorabit and other enhanced features

#### Benefits

- Enabled preventive care through architectural review, simplification and consolidation through technical debt reduction
- Enabled automation through DevOps for automated deployments and testing for efficient delivery pipeline and governance
- Apttus CPQ – Leverage the CPQ and CLM competency build through Infosys Salesforce® COE for new opportunities on Apttus
- Improved the customer experience (CX) by user experience and training through EMEA and NALA implementations

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**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

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

- 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.

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

**Benefits**

- 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

- 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

- 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