



## UNLEASH HYPER PRODUCTIVITY WITH SALESFORCE1

- Deepak Pelluru, AVP and Practice Manager – Digital Enterprise Services, Infosys
- Anjali Yadav, Industry Principal – Salesforce.com Practice, Infosys

## Introduction

The newest cloud trends are not going to be a single, isolated cloud phenomenon; instead, they clearly are going to be an integrated ecosystem of emerging trends such as collaboration fabric, real-time data analytics on wide open external information highways, and cloud-connected mobile devices that are changing the way enterprise knowledge workers deal with the information in day-to-day work life. Organizations are remodeling their strategy, methodology, engagement models and support structures to adopt development of situational apps and dynamic business trends that are not just user friendly but are less costly should there be a need for abandonment due to the evolving business need. Read on to find out more.



There is enough evidence to believe today that the cloud is growing from its half-baked and immature teenage life to serious, we mean business kind of adult life. The journey to keep up with this transition has given back many lessons that are important to visualize how the future for the cloud is going to shape up. In the early part of the cloud journey, there had been numerous predictions and speculations that created an imaginary, future end-state for the cloud. However, as learnings from the real-life battle of adoption are being instrumented back into the future roadmap, it is shaping up the 'new normal' of the cloud that is going to arrive in the future. The newest cloud

trends are not going to be a single, isolated cloud phenomenon; instead, they clearly are going to be an integrated ecosystem of emerging trends such as collaboration fabric and real-time data analytics on external information highways and cloud connected mobile devices. These devices are changing the way enterprise knowledge workers deal with information in their day-to-day work life.

The new normal of the cloud compels us into rethinking a whole new corporate IT, as master designs and enterprise-relevant solutions become unachievable. This might even render the education of a new generation of IT-ers irrelevant. On the brighter side – it caters to the talents

of today's business and IT professionals: Consumption as a lifestyle managed by user-friendly and uncomplicated apps. Can business and IT survive this trend?

Organizations are remodeling their strategies, methodologies, engagement models, and support structures to adopt development of situational apps that are not just user-friendly but are less costly should there be a need for abandonment due to the evolving business needs. Salesforce1 effortlessly becomes a great choice for business leaders seeking to explore the world of situational apps and bridging the gap between multipurpose apps being used by organizations and their partners, and single purpose and single-event-based consumer apps.

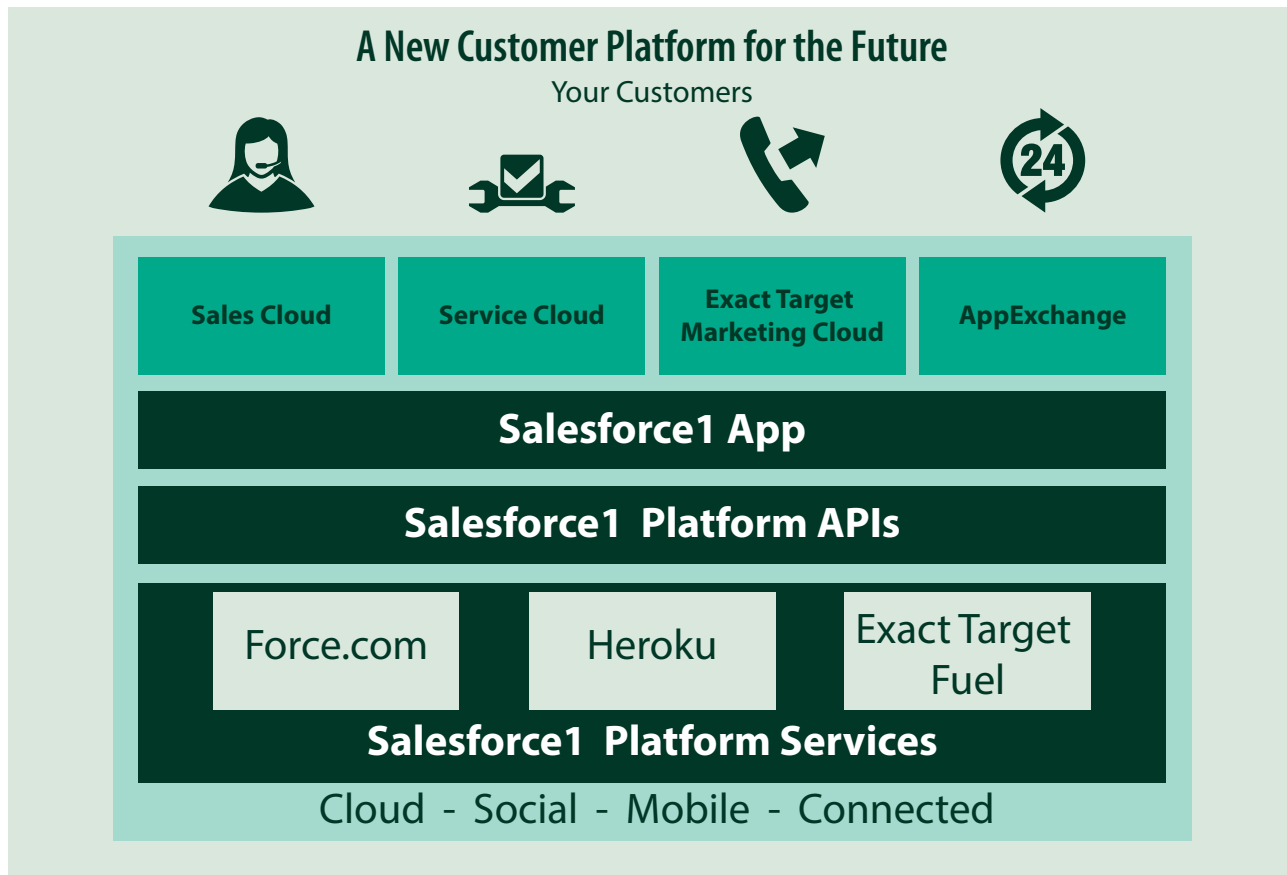
- Do you dream about your millennial workforce being at the forefront of competitive differentiation, agility, and innovation especially at the edges of the organization where interactions happen with customers, partners, vendors, and suppliers?
- Have you wondered about how the 'Nexus of Forces' can be leveraged in a synergistic manner giving benefits that either of them in isolation can provide?
- Have you aimed at creating large numbers of small services that can be rapidly orchestrated into miniature apps targeted at niche user segments to create a huge cumulative ROI?
- Do you want to disrupt your business models with rapidly deployable apps

that give you a competitive advantage?

- Do you want citizen developers in your business units to build situational apps without worrying about underlying hardware, software, IDEs, infrastructure, and issues such as security, data integrity, legacy integrations, and disaster recovery?

If the answer is a 'yes' to any of the above questions, please read on for trends and opportunities that can be explored on the Salesforce1 platform.

## Competitive differentiation, agility, and innovation on Salesforce1



Salesforce Architecture

The world of consumers and enterprises have merged. CXOs are leveraging Salesforce1 to obviate lengthy approval cycles and set-up times, increase fast-paced innovation with low risk of failure, and achieve higher productivity. What customers want today is convenience and stability at a low cost and even lower risks. Salesforce1 brings in the required

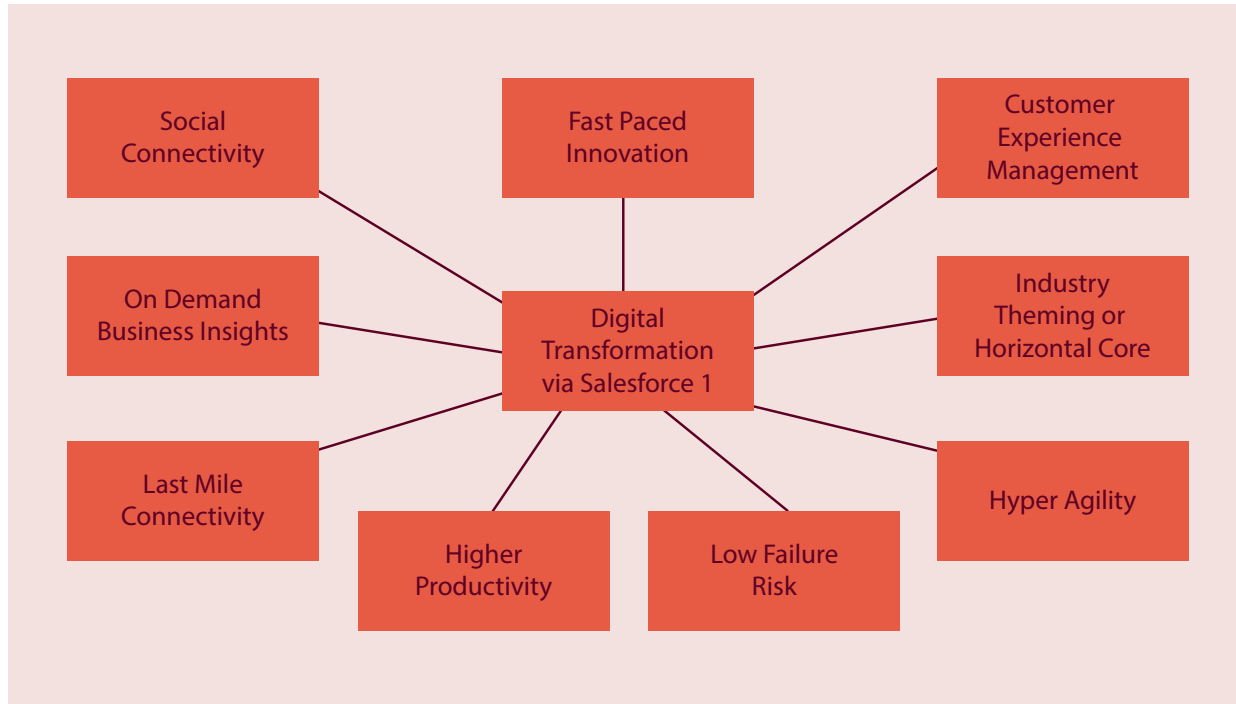
hyper-agility that is needed to effect process changes fast and create a transient competitive advantage.

Industry-themed cloud apps are available in the cloud marketplace that can seamlessly integrate over the base platform. The need to launch solutions and apps in a shorter timeframe is encouraging business leaders to leverage apps available

on the cloud marketplace, reducing the effort and timelines for building the app from scratch.

User experience drives the Salesforce1 platform. Business users adopt customer experience management and leverage Salesforce1-based enterprise apps to provide renewed and rich customer experience.

### Interplay of Salesforce1 with other digital technologies – leveraging the ‘Nexus of Forces’



Salesforce1 enables fast-paced process changes. De-freezing and re-formation of processes to manage process changes, required for sustaining transient competitive advantage, can be regulated on Salesforce1 through rapid prototyping and enhancements.

Salesforce1 can help build a unified communications platform through mobile phones, virtualization of databases, real-time integrations, communication and distribution via Web, next-generation customer care, and collaborations across lines of business and social media.

Crowdsourcing for new product ideas and process creation through seamless collaboration between the enterprise and its ecosystem, thus building a borderless enterprise, has now become a reality on a platform that promises to quickly integrate solutions and still manage to scale.

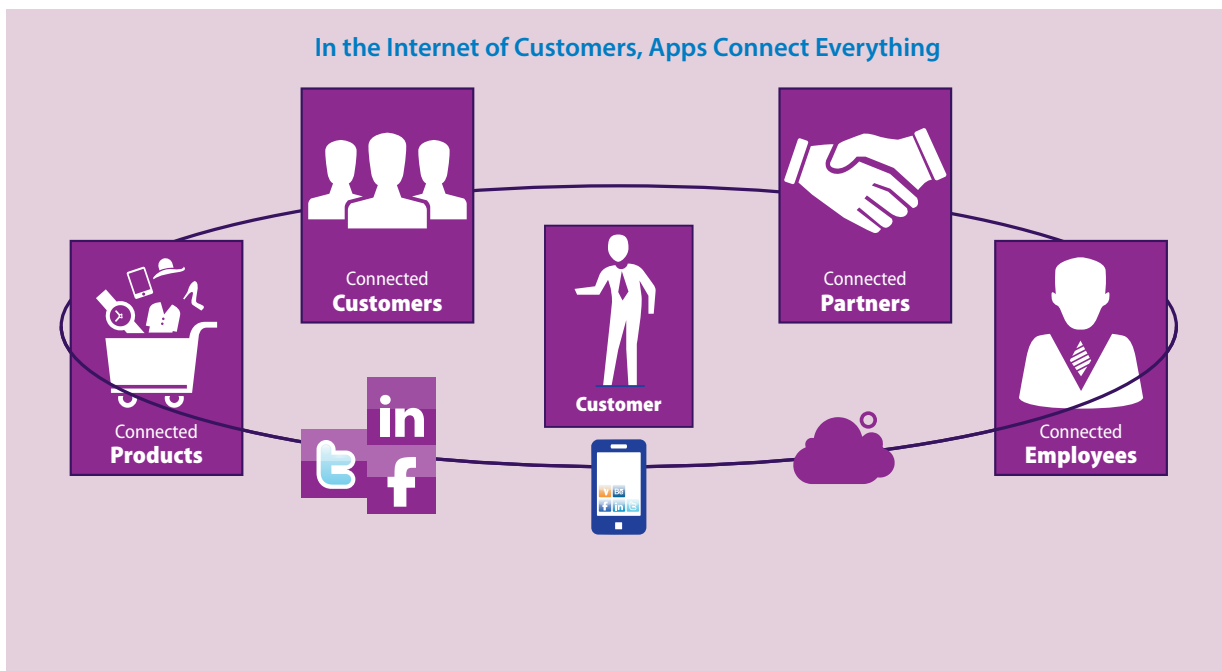
Analysis must not only meet the need for multiple devices but should also be able to lend support to strategic decision-making by CEOs and business owners. Reporting only on internal customer data is not sufficient today. Customers are looking at tapping information available in

disparate sources and applications within the organization as well as external sources for delivering better insights to business executives on their customer satisfaction levels. A bi-directional loop between enterprise analytics tools and Salesforce-based enterprise apps to exploit data for competitive advantage is becoming achievable via Salesforce1.

Salesforce1 also facilitates real-time decision-making, approval processes, service anywhere, and customer connect through device-agnostic access and offline sync ups.



## Rapidly-deployable Force.com apps for faster ROI



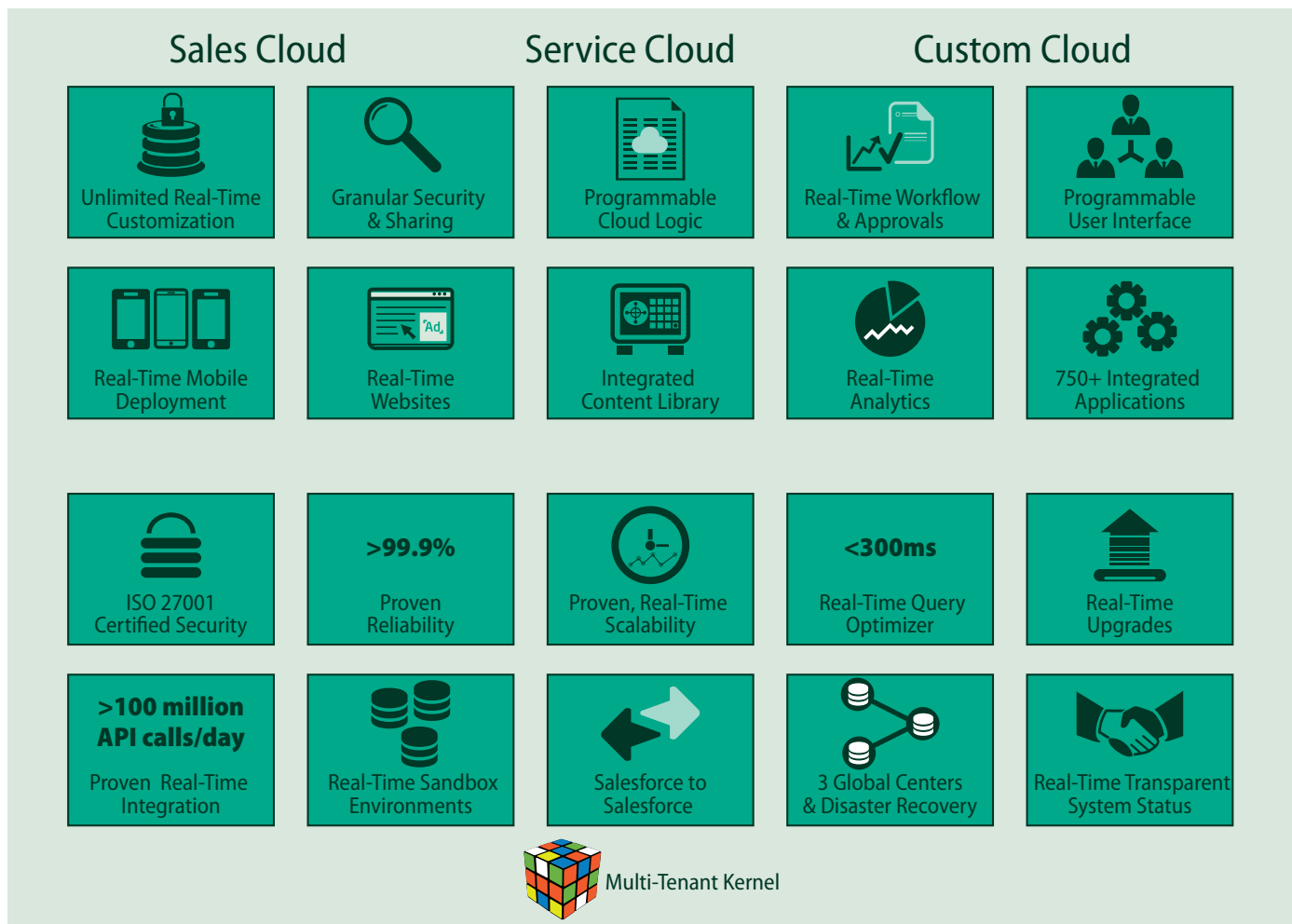
### Salesforce Architecture

The Salesforce marketplace provides a rich choice of apps that can be integrated with the core platform. Customers are leaning towards pre-built apps/connectors rather than build the complete solution from scratch. Native Force.com apps share same security models allowing consumers of

these apps excellent scalability, security, and uptimes. They are also contributing to greater return on investment (ROI) and large IT teams are not required to manage upgrade or data integration issues. These benefits support faster and easier deployment as well as rapid user adoption

– both of which are critical to success and a high ROI for any solution. Salesforce1 provides incredibly flexible APIs to support integration of legacy applications that are not on the Force.com platform.

## Managing security and authentication on Salesforce1



## Salesforce Architecture

Web-powered apps with scalability, reliability, and efficiency are among the key benefits of Salesforce1. While the effectiveness of cloud in sharing and managing customer information across all touchpoints is well-established, mitigating risk, complying with regulations and policies, and meeting SLAs have been areas of concern, e.g., how do we ensure business-critical information, while being sent from an e-mail, is secured? The fact that e-mail communications over the cloud are managed by multi-tenant datacenters makes it more difficult to ensure regulatory compliance and reduces control of service-

level compliance. Risks to a company's reputation include spoofing – uncontrolled authentication. There is an opportunity for creating a unified messaging system on the Salesforce1 platform by:

- Creating a centralized console for logging and auditing messages
- Associating messages to particular IP addresses within the corporate domain
- Providing the ability to capture, index, and archive messages and notifications such that they comply with policies and regulations

Salesforce1 has enhanced security features. Data-level security is managed by encryptions and decryptions; networks that connect data centers are also being encrypted; IP-based restrictions ensure the cloud solution instances are not being accessed via unauthorized machines and networks; data centers are being cryptographically isolated from authorized cloud traffic.





## About the Authors



### Deepak Pelluru

*Associate Vice President and Head – Digital Enterprise Services, Infosys*

Deepak Pelluru is the Associate Vice President and Head – ‘Digital Enterprise Services’ at Infosys. He has a rich experience of 17 years in IT Services spanning IT consulting, large program management, strategic planning as well as handling key client relationships with Fortune 500 clients. Prior to Infosys, he has worked with Wipro Technologies and Satyam Computers.

Deepak is an avid blogger and writes on topics such as Business Strategy, Leadership and General Management and his articles/blogs have been published in arenas such as Forbes and Dataquest as well as in Infosys publications.



### Anjali Yadav

*Anjali Yadav – Industry Principal, Infosys*

Anjali is an Industry Principal with 13+ years of industry experience primarily in the CRM domain (SFDC, Siebel, Pivotal, and SAP CRM) and 7+ years of SFDC / Force.com experience. She is a founding member of Infosys SFDC practice, and has donned multiple roles on SFDC implementations such as Program Manager, Business Analyst, Functional Lead, and Solution SME. She has undergone SFDC ADM, Service cloud, and PMP certifications.

For more information, contact [askus@infosys.com](mailto:askus@infosys.com)



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