



INFOSYS SALESFORCE PRACTICE

Empowering global enterprises to make smarter business decisions and bring engaged customer ecosystem experiences to life with creative solutions and actionable data insights, focused on innovation.



Infosys
be more

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 partners. 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 services include architecture definition, agile implementations, global rollouts, ecosystem integration, platform-based application modernization, and support services on Sales Cloud®, Service Cloud®, Marketing Cloud, App Cloud, Community Cloud®, Heroku, Internet of Things, Analytics Cloud™, and other AppExchange® technologies. Our capabilities stem from numerous

Salesforce-certified consultants, expertise in vertical markets, 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 2,000 Salesforce cloud experts with over 1,000 certifications and engaged in more than 200 engagements
- **Service offerings:**
These include Design-Thinking led strategy and process advisory, defining next-generation customer journey, reinvention of application landscape powered by Infosys cloud adoption methodology and framework, Salesforce IGNITE / SPARK initiatives, greenfield transformation programs, application rationalization and modernization initiatives (legacy CRM to Salesforce migration), and managed services
- **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

A comprehensive solution suite that drives success

Driving excellence with next-generation solutions

The Infosys Salesforce Center of Excellence is integral to our Platinum consulting partnership with Salesforce. It enables clients to benefit from next-generation solutions, a global pool of certified practitioners, and robust development and support.

Reimagining care-as-a-service

Infosys CarePlus™ is a next-gen, care

platform, built as-a-service on Salesforce. It enables payers to connect better with healthcare consumers by providing a 360-degree view of the consumer through health-tracking tools and monitoring devices. Through the platform, payers can connect with their members and providers for a value-based model – a strategic shift from the existing episodic care.

Enhancing employee satisfaction with efficient case management

Infosys Employee Case Management solution is a fully digitized, end-to-end, modern, and centralized human resource (HR) helpdesk solution built on Service Cloud Platform. It offers a unified user experience and high-user satisfaction through efficient HR case management, employee engagement, collaboration, and issue resolution.

A comprehensive solution suite that drives success

Driving excellence with next-generation solutions

Driving brand loyalty and customer advocacy

The Infosys Customer Advocacy solution is an advanced marketing solution built using Marketing Cloud and Salesforce platforms to help the retail industry increase consumer loyalty, build on their consumer base, proactively engage with customers, and continually improvise on their marketing strategy.

It delivers streamlined, branded communication and inquiry process. In addition, it can also be used for behavioral targeting, campaign management, marketing effectiveness tracking, and social analytics.

Achieving predictable outcomes, smart development, and automated delivery

Infosys AgilePro facilitates seamless collaboration among stakeholders from ideation to production, focusing on improving predictability and minimizing risk through artificial intelligence (AI) and quality of the delivery process.

It is a next-gen smart development platform, which provides an action-

oriented developer experience for accelerated and predictable release outcomes, smart release planning, automated delivery, quality, risk and application health management.

Unlocking the potential of sales teams with intelligent semi-con CRM

Next-gen CRM platform built as-a-service on Salesforce for sales, service, and marketing for semiconductor players and fabless manufacturers. This is a ready-to-deploy platform for legacy platform modernization, which can be leveraged as a digital layer of engagement. It provides intent-driven design for an effective sales and service journey.

Transforming customer experience in telco field service

Rapid evolution in large-scale field operations in domains like telecommunication and high-tech manufacturing is causing significant workforce management challenges.

Infosys Field Service platform on Salesforce.com aims to help our telco customers' scale up and bridge the gap between expected and actual levels of customer experience.

It focuses on optimized fleet management, proactive, preventive maintenance plan, service analytics, and AI-led next-best action on the field.

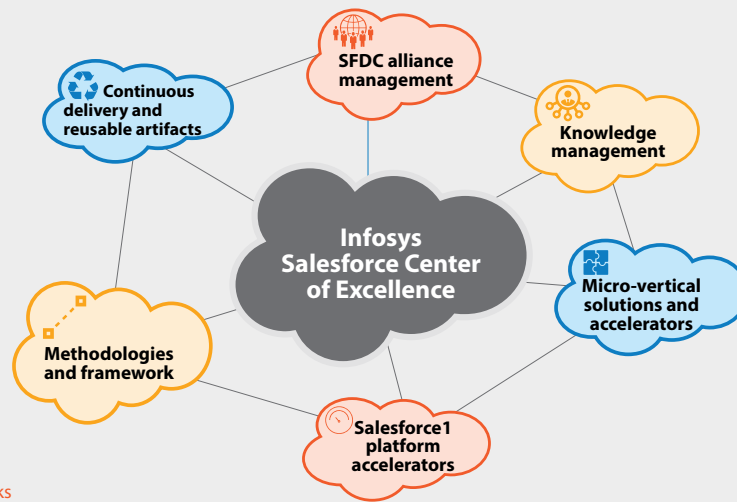
Preconfigured Salesforce Catalog offerings

A set of declarative feature configurations across all areas of sales, services, portal, e-commerce, and marketing on Salesforce (Sales Cloud, Service Cloud, Marketing Cloud, Communities) and Salesforce ecosystem products like CloudCraze that facilitates CRP discussions and creation of business processes aligned to industry standards. Infosys cloud template offerings provide

- Increased visibility to Salesforce features and foster quick collaboration with business stakeholders
- Simple validation checks, workflow, and rule configurations to help users eliminate manual tasks
- 'Play, learn, and 'Keep it simple' design principle for application development
- Faster time to market with quick development and deployment



Infosys Salesforce Center of Excellence



- Reusable code
- Infosys Agile Catalyst

- Proprietary Infosys 'Adaptive Iterative Methodology' – AIM for Iterative design and build
- CoE as a Service
- Flexible pricing models

- Sandbox Manager
- Industrialized PoC frameworks
- Legacy to SFDC migration frameworks

- Platinum partnership and joint go-to-market (GTM)
- Industry thought leadership

- Technical Consulting Group
- Tools and process collaboration
- Innovation groups for apps and best practices in Salesforce ecosystem

- CarePlus – Reimagine Care as Service (Payer)
- Customer advocacy for Retail

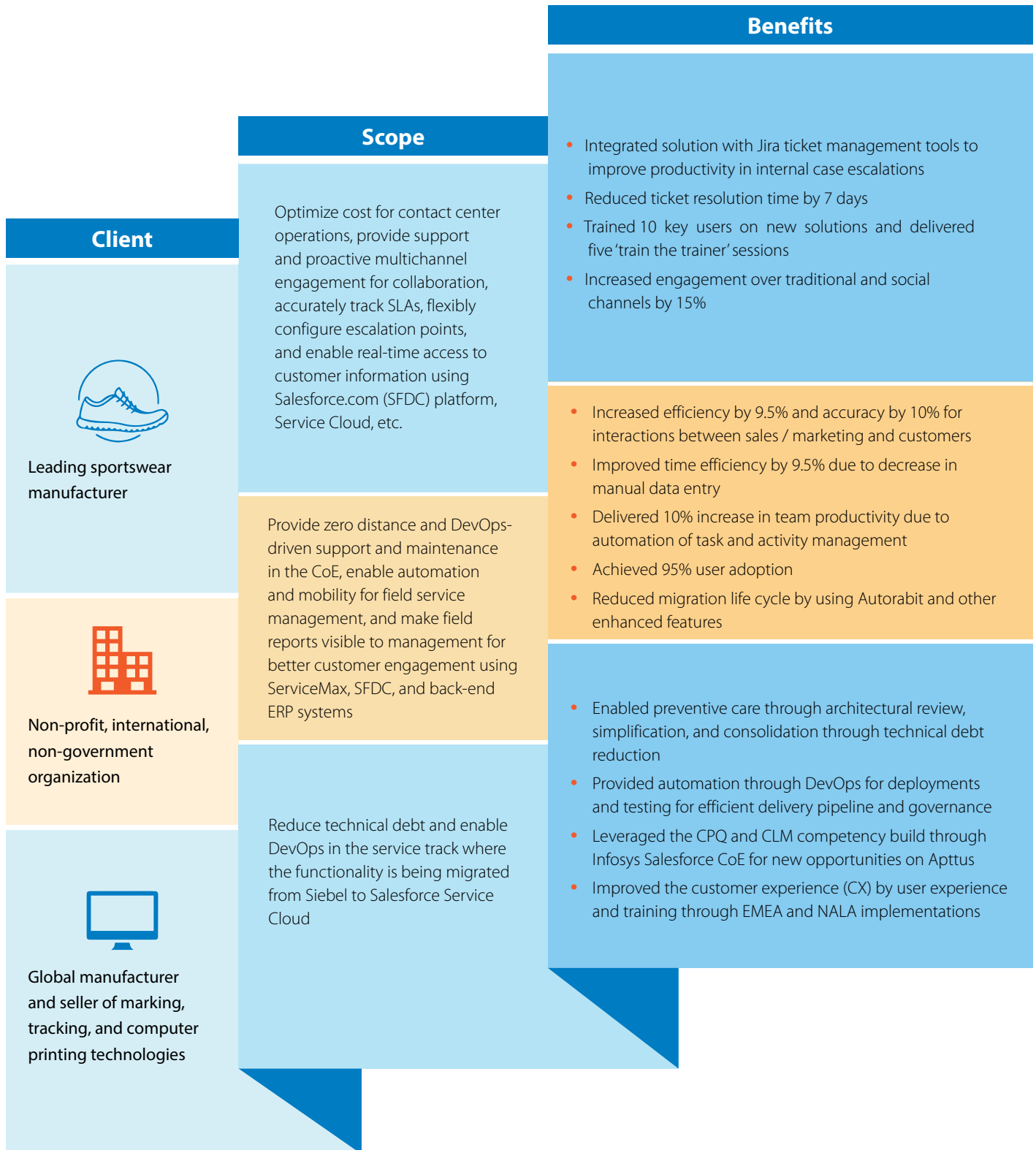
Infosys Salesforce footprint

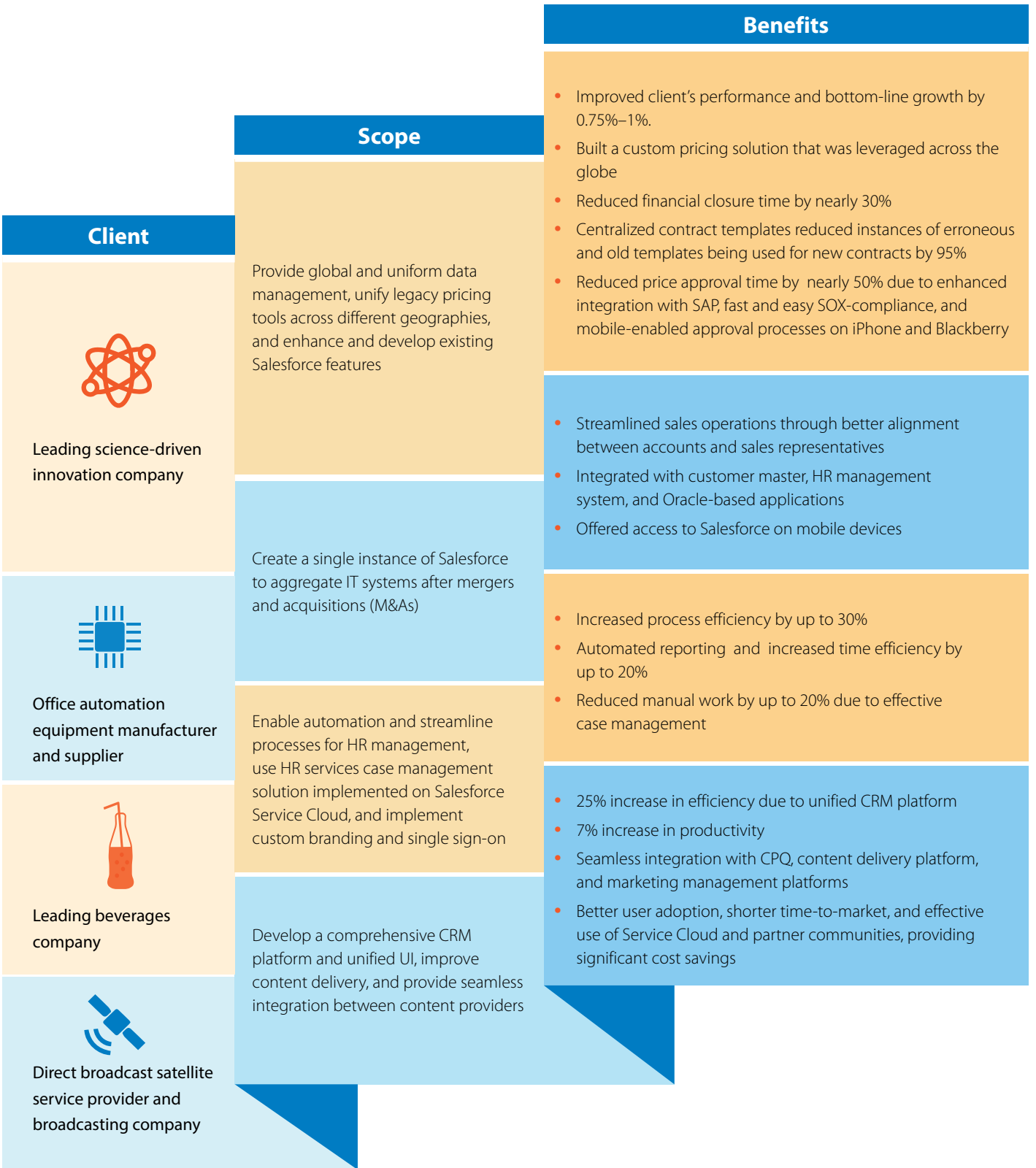
Our lineage of business consulting, independent validation, enterprise application integration, and modular global sourcing is helping us expand our Salesforce footprint.

Service offerings / Industry	Strategy and road map	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 200 projects for over 50 global clients.





** Source: [Forbes](#)

For more information, contact askus@infosys.com



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