



REIMAGINING ENTERPRISE GROWTH: TRANSITIONING FROM SALESFORCE CORE CUSTOM SOLUTIONS TO SCALABLE, INDUSTRY FOCUSED CLOUDS

Abstract

In today's rapidly evolving business landscape, achieving key performance indicators (KPIs), minimizing customer churn, and driving sustainable growth are essential objectives. Generic Salesforce Cloud solutions often fall short when it comes to addressing the unique complexities of specific industries. This is where Salesforce Industry Clouds emerges as a game-changer, providing tailored solutions that deliver tangible results.

As enterprise solutions continue to evolve, propelled by advancements in cloud technology and artificial intelligence (AI), there is now an evident shift toward industry-specific domains. This shift has resulted in a complete transformation of enterprise solution strategies.

This white paper explores the rationale behind this transition and outlines a strategic roadmap for organizations looking to migrate from standard Salesforce Cloud solutions to cutting-edge Salesforce Industry Clouds. These specialized clouds are designed to address the specific needs of various sectors such as healthcare, financial services, manufacturing, and beyond.

Glossary

CPQ	Configure, Price, Quote	HL7	Health Level Seven
CRM	Customer Relationship Management	IC	Industry Cloud
CX	Customer Experience	IoT	Internet of Things
EHR	Electronic Health Record	R&D	Research and Development
ERP	Enterprise Resource Planning	REX	Retail Execution
ESG	Environmental, Social, and Governance	ROI	Return on Investment
FINRA	Financial Industry Regulatory Authority	SID	Shared Information and Data Framework
GDPR	General Data Protection Regulation	TCO	Total Cost of Ownership
GenAI	Generative Artificial Intelligence	UX	User Experience
HIPAA	Health Insurance Portability and Accountability Act		



Introduction

Salesforce Industry Clouds, a suite of cloud-based tools and industry solutions, are built on top of the Salesforce Platform, leveraging the core capabilities of Sales Cloud and Service Cloud. However, they go a step further by providing pre-built solutions tailored to specific industries. These solutions offer:



Industry-specific functionality

Salesforce Industry Clouds include features, workflows, and best practices designed to address the unique challenges and opportunities of specific sectors, such as financial services, healthcare, and manufacturing.



Pre-configured solutions

These offerings come with industry-specific data models, processes, and integrations, reducing the need for extensive customization and accelerating implementation.



Enhanced user experience

The user interface and features are tailored to the needs of industry professionals, resulting in a more intuitive and efficient experience.



Faster time to value

By leveraging pre-built solutions and industry-specific expertise, businesses can achieve a return on investment (ROI) faster and begin seeing benefits sooner.



Built-in compliance

Regulatory compliance features are embedded and tailored to industry-specific requirements. This is particularly beneficial in highly regulated sectors such as financial services and healthcare.



Artificial intelligence (AI) and generative AI (GenAI) capabilities

Salesforce Industry Clouds come with industry-specific pre-built AI use cases that can be readily used or tweaked to meet client needs. For example, churn analysis uses predictive analytics to identify customers at risk of leaving.



360° customer view with unified profiles

The Industry Clouds aggregate data from multiple sources to create unified customer profiles. This comprehensive view enables personalized customer interactions, targeted marketing campaigns, and enhanced customer service. Tools like Unified Profiles, supported by Salesforce Data Cloud capabilities, help visualize the end-to-end customer journey.



Intelligent reporting and dashboards

Pre-built reports and dashboards offer real-time visibility into key performance indicators (KPIs). These insights are tailored to industry-specific needs, empowering data-driven decisions through relevant metrics and visualizations.

Table 1 summarizes the key differences.

Table 1: Unique differentiators of the Industry Clouds solutions

			
Feature	Sales Cloud	Service Cloud	Industry Clouds
Focus	Sales processes and customer acquisition	Customer service and support	Specific industry needs and challenges
Target Audience	Sales teams	Customer service teams	Industry-specific businesses
Functionality	Lead management, opportunity management, forecasting, etc.	Case management, knowledge base, self-service portals, etc.	Industry-specific features, workflows, and best practices
Customization	Highly customizable	Highly customizable	Pre-built solutions with industry-specific configurations
User Experience	General sales and customer relationship management (CRM) features	General customer service features	Tailored to specific industry needs and user roles
Time to Value	Can take longer to implement and realize ROI	Can take longer to implement and deliver ROI	Faster ROI due to pre-built industry-specific solutions

While Sales Cloud and Service Cloud provide a solid foundation for managing sales and service operations, Industry Clouds offer a more specialized and streamlined approach tailored to the unique requirements of specific industries. By choosing the right industry cloud, businesses can gain a competitive advantage by streamlining operations, improving customer experiences, and accelerating growth. Figure 1 illustrates the range of industry cloud options Salesforce offers.

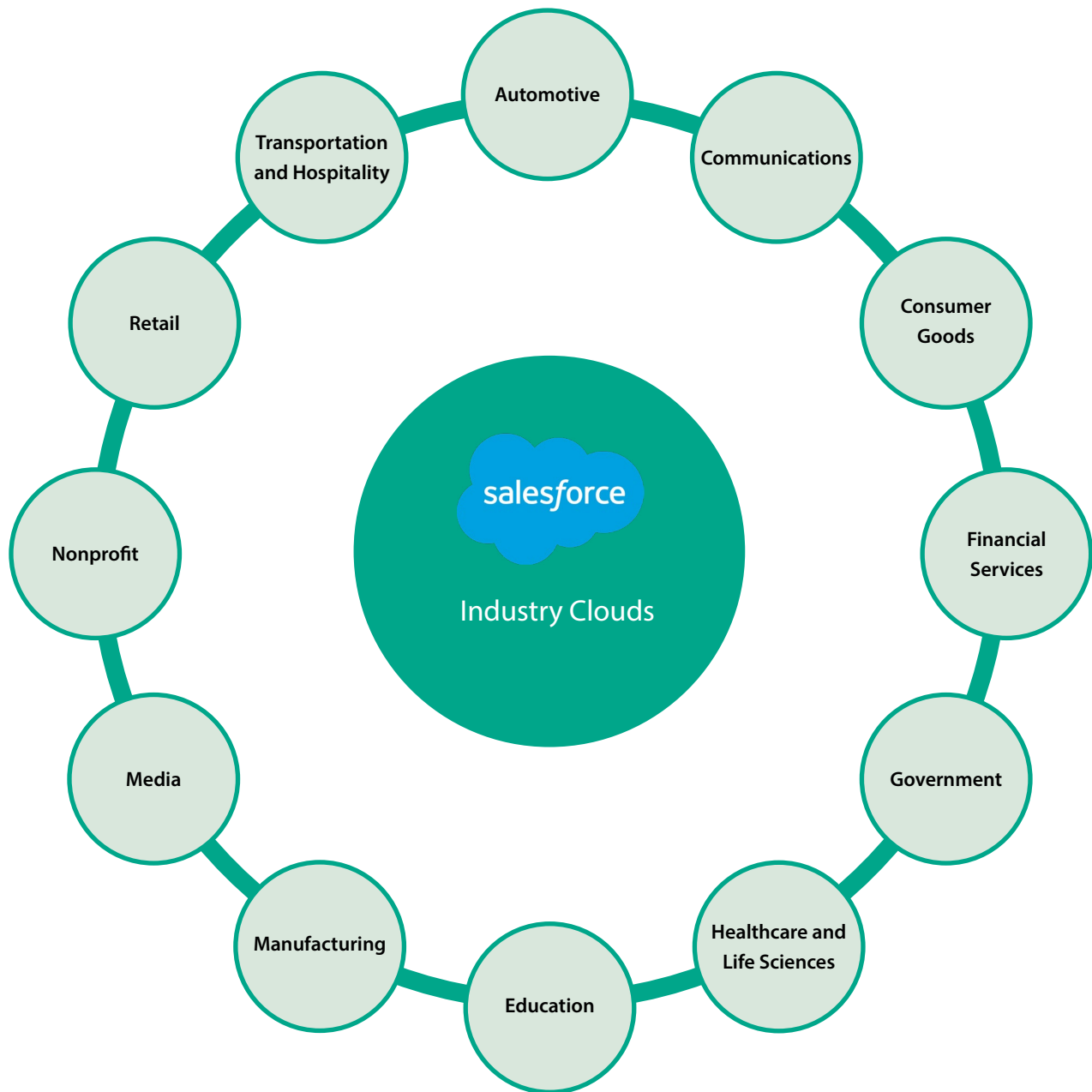


Fig 1: Salesforce Industry Clouds solutions

Pre-industry Solutions Era and the Opportunity to Transition

Salesforce's Sales Cloud and Service Cloud have long been staples in the CRM space, offering a comprehensive suite of tools for sales, marketing, customer service, and analytics. However, these core platforms were originally designed for broad business applications and often lack the specialized tools and deep integrations required by highly competitive and regulated industries.

Many enterprises either built core CRM capabilities as a layer on top of homegrown core systems or gradually built a stack of custom, tech-debt-heavy solutions to meet their process and geographic needs. Over time, these approaches introduced significant challenges, including the high cost of change, longer time to market, increased maintenance overhead, partial or non-compliance with evolving regulations, and the inability to upgrade as well as leverage the latest Salesforce productivity features.

Salesforce Industry Clouds, which are tailored solutions designed to meet the unique demands of specific verticals, offer a powerful opportunity for organizations to streamline workflows, improve customer experiences, and gain industry-specific insights. By transitioning to these platforms, businesses can unlock the full potential of Salesforce technology while aligning with their evolving operational and market needs.

Notable Industry and Analyst Insights

According to a [recent Gartner study](#), the market for industry cloud platforms (ICP) is expected to grow at a compound annual growth rate (CAGR) of 17% from 2022 to 2027, reaching US \$260.9 billion by 2027. These platforms combine software as a service (SaaS), platform as a service (PaaS), and infrastructure as a service (IaaS) with vertical-specific capabilities.

The global industrial cloud market was valued at US \$67.4 billion in 2021 and is projected to reach US \$352.6 billion by 2031, growing at a CAGR of 18% from 2022 to 2031.

As reported by Gartner, more than 70% of enterprises will use ICPs to accelerate business initiatives by 2027, up from less than 15% in 2023.

For each industry surveyed, the top anticipated benefits were remarkably consistent. “Faster innovation/time to market” ranked first at 56%, followed by “accelerating the capacity to change (agility)” at 49%. This trend highlights the broad relevance of industry cloud strategies.

Clearly defining transformation goals and how industry clouds support them is essential to realizing value. Interestingly, in a [Deloitte survey on current Industry Cloud trends](#), “enabling more modular solution designs” ranked the lowest among respondents’ priorities at 25%, which aligns with the idea that architecture should not drive business decisions.

Why Enterprises Should Move to Industry Cloud Solutions

1. Deep industry specialization

While core Salesforces offerings such as Sales Cloud and Service Cloud are highly adaptable, they are primarily designed to meet general business needs. Industry Clouds, by contrast, are built with a deep understanding of the unique challenges and requirements of specific industries. These clouds come with industry-tailored features, including:



Pre-configured industry processes

These processes provide out-of-the-box templates for workflows, sales lifecycles, and customer service processes aligned with industry best practices. They are built to accommodate sector-specific needs, such as subscription models for media and inventory surges for retail.



Integrated industry data models

These are data models that capture key industry-specific data points, providing deeper insights and more effective analytics. Pre-built templates, workflows, and data models tailored to sectors like healthcare or financial services reduce deployment time by 30-50%, accelerating time to value.



Compliance and regulatory features

The regulatory features help organizations comply with stringent regulations, such as the Health Insurance Portability and Accountability Act (HIPAA) for healthcare, the General Data Protection Regulation (GDPR) for data privacy, and the Financial Industry Regulatory Authority (FINRA) for finance. Industry Clouds that are pre-configured with these features help organizations reduce compliance risks and audit complications.



Adherence to industry-specific application programming interface (API) and architectural standards

Industry Clouds conform to sector-specific API and architecture standards to ensure interoperability and smooth integrations. For example, Communication Cloud follows the TeleManagement (TM) Forum's Open Digital Architecture (ODA) and API specifications. Similarly, Enterprise Product Catalog (EPC) in telecom follows the TM Forum's Shared Information and Data (SID) framework for seamless integration with business support systems (BSS) and operation support systems (OSS).

2. Enhanced customer experience

Industry-specific solutions offer more tailored features that allow companies to provide exceptional and personalized customer experiences through:

- **Adaptable and extendable customer journeys:**



Industry-specific paths deliver more personalized interactions based on customer history, preferences, and needs.

- **Automation of industry workflows:**



Streamlining complex processes, such as insurance claims processing or healthcare patient onboarding, can significantly reduce manual errors and accelerate service delivery.

- **Cross-industry collaboration:**



Businesses in sectors such as healthcare or manufacturing often require deeper integration with suppliers, partners, and regulatory bodies, all of which can be simplified within an industry-specific cloud. Salesforce Industry Clouds offering brings unified data models for cross-functional insights by breaking down silos through industry-specific data lakes, such as patient journey analytics in healthcare for holistic decision making.

- **360-degree unified view:**



Industry Clouds offer a unified, 360-degree view by fetching data from multiple data sources and systems, providing complete customer context.

- * In Financial Services Cloud, a unified view of each client, comprising their financial accounts, relationships, and investments, helps provide personalized and tailored advisory services.
- * In Manufacturing Cloud, a comprehensive view of

sales, supply chain, and service operations improves production efficiency and customer service.

- * In Health Cloud, a unified view of patients, their health records, appointments, and interactions enables healthcare providers to deliver improved care services.
- * In Life Sciences Cloud, end-to-end visibility into provider affiliations, credentials, and specialties enables sales teams to personalize and enhance engagement with healthcare providers.
- * In Communication Cloud, a unified view of the customer profile, including usage, billing, payment history, interactions, customer issues, and subscriptions, enables more efficient sales and service interactions.

- **Improved customer and employee experiences:**



Industry-specific user experiences (UX), such as field service interfaces for utilities or claims management portals for insurance, enhance usability and drive adoption.

- **The synergistic power of Industry Clouds and OmniStudio:**



In projects involving custom catalogs, EPC caching, and product lifecycle management (PLM) consoles, combining Industry Clouds and OmniStudio is particularly powerful. Industry Clouds deliver foundational industry-specific capabilities, while OmniStudio enables the rapid development of custom user interfaces and workflows to enhance UX. Together, their declarative tools, pre-built components, and years of iterative development act as significant accelerators.



3. Scalability and futureproofing

As organizations scale, their system requirements evolve. Industry Clouds offer greater scalability due to their specialized configurations and better alignment with an organization's long-term industry needs, both in terms of product feature expansion as well as horizontal and vertical processing scalability. This allows the solution to grow with the business, minimizing the need for costly custom development.

Leveraging out-of-the-box features designed for industry-specific use cases also helps reduce the total cost of ownership (TCO).

Industry solutions are built to address sector-specific scalability needs (for example, subscription models for media or inventory surges in retail).

Salesforce's research and development (R&D) team focuses on Industry Clouds, ensuring access to cutting-edge features, such as environmental, social, and governance (ESG) tracking for the energy sector.

4. Real-time insights and data analytics

Salesforce Industry Clouds leverage advanced AI, such as Agentforce, and powerful analytics tools that provide insights tailored to the unique challenges of specific sectors. These tools allow businesses to make data-driven decisions in real time and adjust their strategies based on granular insights, including predictive analytics for trends in customer behavior, sales forecasting, and more.

Embedded Salesforce Einstein AI models trained on industry data (for example, predictive maintenance in manufacturing) deliver actionable insights relevant to specific industries and processes. Other use cases include AI-assisted vehicle insights in Automobile Cloud, donor engagement in Nonprofit Cloud, and patient data management in Health Cloud.

5. Competitive advantage

In highly competitive industries, the ability to innovate and deliver superior customer service is essential. Industry Clouds enable organizations to implement cutting-edge technologies like AI, the Internet of Things (IoT), and advanced machine learning (ML) more seamlessly, helping them to stay ahead of competitors who may be using more generic CRM solutions. Adopting industry-specific solutions unlocks niche capabilities that competitors using generic

CRM typically lack. For example, configure, price, quote (CPQ) tools for telecom pricing bundles, or OmniStudio, Data Processing Engine, and Business Rules Engine in Health Cloud and Insurance Cloud.

6. Periodic upgrades

As with continuous industry innovations, the cross-industry capabilities built into the Salesforce Industry Cloud offerings require that enterprises adopt an industry cloud foundation to benefit from early access to new productivity features. Early adoption enables a broader range of use cases and delivers enhanced experiences for customers and partners. Salesforce Industries' shift toward an Automatic Upgrade (or Push Upgrade) model ensures that customers remain on the latest stable release, maximizing productivity and performance.

7. Seamless ecosystem and pre-integrated solutions

Salesforce Industry Clouds solutions are pre-integrated with industry-standard systems, such as electronic health records (EHRs) in healthcare and core banking platforms in financial services, via Salesforce APIs and MuleSoft. These integrations enable seamless connectivity and streamlined workflows across industries.

Reasons to Defer Moving to Industry Cloud Solutions

While Industry Clouds offer significant advantages, it is essential to recognize that some process alignment may be required to fully leverage their capabilities. Businesses may need to adapt existing workflows to align with the industry-specific processes embedded within the cloud solution.

1. When custom solutions still reign: addressing feature gaps and cost considerations

Despite the power of Industry Clouds, there are scenarios where custom solutions remain the preferred option, such as:



Process alignment with generally available features

Enterprises must evaluate how well their current processes align with Industry Cloud features. If critical features are still on the product roadmap or in beta testing, or if stakeholders cannot reach a consensus on aligning processes with existing Industry Cloud features, significant customization may be necessary. In such cases, enterprises may defer the decision to move to a specific Industry Cloud.



Cost considerations

Industry Clouds typically involve additional licensing costs compared to core Salesforce licensing and require a transformation project for migration. In some cases, the licensing costs of an industry cloud may exceed the cost of developing a custom solution, especially for businesses with very specific needs.



Buy vs. build decision

The decision to buy an Industry Cloud solution or build a custom solution depends on factors such as budget, timeline, and availability of internal resources.

2. Enterprises seeking multi-cloud setups

Cost implications, technical compatibility, licensing, pre-built data model conflicts, and performance as well as scalability concerns may arise when going with multi-industry cloud rollouts. In practice, many organizations successfully run multiple Industry Clouds in a single organization when their business processes and data are closely related. For example, a company might use Financial Services Cloud for wealth management and Consumer Goods Cloud for retail operations, sharing a unified customer view across both. While Salesforce's flexible architecture supports this, careful planning and collaboration with a Salesforce architect or consultant is recommended to ensure a smooth implementation.

3. Enterprises seeking a digital technology platform for e-commerce use cases

Some enterprises aim to build and white-label their IT platforms for partners, host partner products or offerings within their shared IT ecosystem, support e-commerce, and make the platform digitally savvy. These businesses typically prefer open systems and heterogeneous architecture principles. Such architectures usually leverage headless options and extend beyond the scope of a standard Industry Cloud solutions. As a result, these use cases and enterprise aspirations are often not fully met by a single Salesforce Industry Cloud solution.

How to Transition from Core Sales and Service Clouds to Industry Cloud Solutions

1. Assessing the current state and aligning stakeholders

The first step in transitioning to Industry Cloud is to assess the current state of the client's Salesforce ecosystem. This involves:

Evaluating current workflows:

Identify which processes are generic to core Sales Cloud and Service Cloud and which are specific to the industry.

Assessing data models:

Review data models and reporting needs to determine whether existing data structures need modification or replacement to align with industry best practices.

Conducting a fit-gap analysis:

Compare the capabilities of the existing Salesforce solution with those offered by the Industry Cloud to identify functional gaps.

Auditing customizations and integrations:

Examine existing Salesforce customizations, integrations, and pain points.

Engaging stakeholders:

Involve C-suite executives, IT leaders, and business stakeholders to define ROI goals (for example, regulatory compliance and customer experience improvements).

2. Selecting the right Industry Cloud

Salesforce offers a variety of Industry Cloud solutions tailored to different sectors. Salesforce's industry-specific cloud offerings include:

Financial Services Cloud:

Designed for banks, insurers, and wealth management companies, it provides tools for managing customer relationships, regulatory compliance, and personalized service delivery, such as:

- » Financial deal management
- » Know Your Customer (KYC)
- » Actionable segmentation

Healthcare and Life Sciences Cloud:

Tailored for healthcare providers, offering integrated patient profiles, care team management, and data-driven healthcare insights, its key features include:

- » Consent management
- » Advanced therapy management
- » Records management



Manufacturing Cloud:

Optimized for manufacturers, it supports supply chain management, sales forecasting, and production workflows, including:

- » Sales agreement management
- » Visit management
- » Service automation

Consumer Goods Cloud:

Focused on managing relationships between distributors, retailers, and customers, it includes tools for sales and inventory management, such as:

- » Visit planning and execution
- » Offline mobile application
- » Funds management

Communication Cloud:

Created to enhance Salesforce's digital omnichannel capabilities, this cloud features a communications data model and business process library to support and streamline operations through:

- » Industries CPQ
- » EPC
- » Order management and contract lifecycle management

Automotive Cloud:

Designed for automotive companies, dealerships, and suppliers to enhance customer experience, improve efficiency, and boost revenue by leveraging:

- » Real-time inventory tracking
- » Service scheduling and management
- » Warranty lifecycle management

Government Cloud:

Built for federal, state, and local governments to streamline public sector needs with features such as:

- » Help centers
- » License, permit, and inspection management

Education Cloud:

Designed for educational institutions and students offering:

- » Pulse check and student summaries
- » Alumni engagement portal
- » Prospect research and gift processing

Media Cloud:

Tailored for media, entertainment, and telecommunication companies to manage their subscriptions, content, and advertising using out-of-the-box processes:

- » Ad sales, subscriber management, and content licensing
- » Subscriber lifecycle management

Nonprofit Cloud:

Meant for NGOs, charities, and nonprofit organizations to manage donors, fundraising, program execution, and impact measurement, with features like:

- » Outcome management
- » Dynamic assessments

Retail Cloud:

Built to help retailers deliver personalized online and in-store shopping experiences and manage inventory efficiently through:

- » Intelligent cloud-based point of sale (POS)
- » Personalized shopping

Transportation and Hospitality:

Dedicated to airlines, hotels, cruise lines, logistics providers, and travel companies to optimize operations and deliver seamless, personalized customer experiences with the help of features like:

- » Warehouse operations optimization
- » Personalized experiences

Each Industry Cloud solution comes with sector-specific tools and features. Selecting the one that best matches the organization's business needs is critical. Customers can work with systems integrators (SIs) such as Infosys to determine the most suitable Industry Cloud. Salesforce Architects can assist by mapping Industry Cloud features to specific enterprise use cases.



3. Reassessing impacts and decisions for enterprise architecture

Introducing an Industry Cloud into your existing architecture needs careful consideration of several key factors:

New architecture:

Industry Clouds introduce new components, data models, and integrations, often requiring a review and potential redesign of existing systems and workflows.

Data ownership:

Establishing clear data ownership policies is critical to ensure data security and regulatory compliance.

Data synchronization:

Seamless synchronization between the Industry Cloud and existing systems is crucial to maintain data consistency across platforms.

Data backup:

Strong data backup and recovery procedures are essential to safeguard against data loss.

4. Migrating metadata, customer/product/asset data, and integrating systems

Transitioning to an Industry Cloud involves careful planning for data migration and system integration. A few recommended best practices include:

Data model mapping:

Align existing data with the data structures of the Industry Cloud to ensure minimal disruption.

Third-party integration:

Integrate with third-party applications like enterprise resource planning (ERP) systems using pre-built connectors provided by Industry Clouds to reduce integration time.

Phased migration:

Use a step-by-step approach to migrate departments or use cases incrementally for a smoother transition.

API-led connectivity:

Use MuleSoft or enterprise-approved microservices to connect with ERPs, IoT platforms, or proprietary systems while validating compliance with industry data standards like Health Level Seven (HL7) in healthcare.

Low-risk pilot rollout:

Start with a low-risk business unit, such as a regional retail branch for Retail Cloud.

Data mapping tools:

Use Salesforce Data Loader or Informatica to map legacy data to industry-specific objects.

Backup and rollback planning:

Develop robust data backups and rollback strategies to mitigate risk.

In-progress record migration:

Account for migrating active records, such as open orders during the cutover period to avoid data loss.

Redundant code retirement:

Retire redundant custom code by adopting pre-built industry workflows and using a technical debt elimination strategy such as

4R framework

Remove, Renew, Rationalize, Rewrite, as illustrated in Figure 2.



Strategies to Reduce Org Complexity and Technical Debt

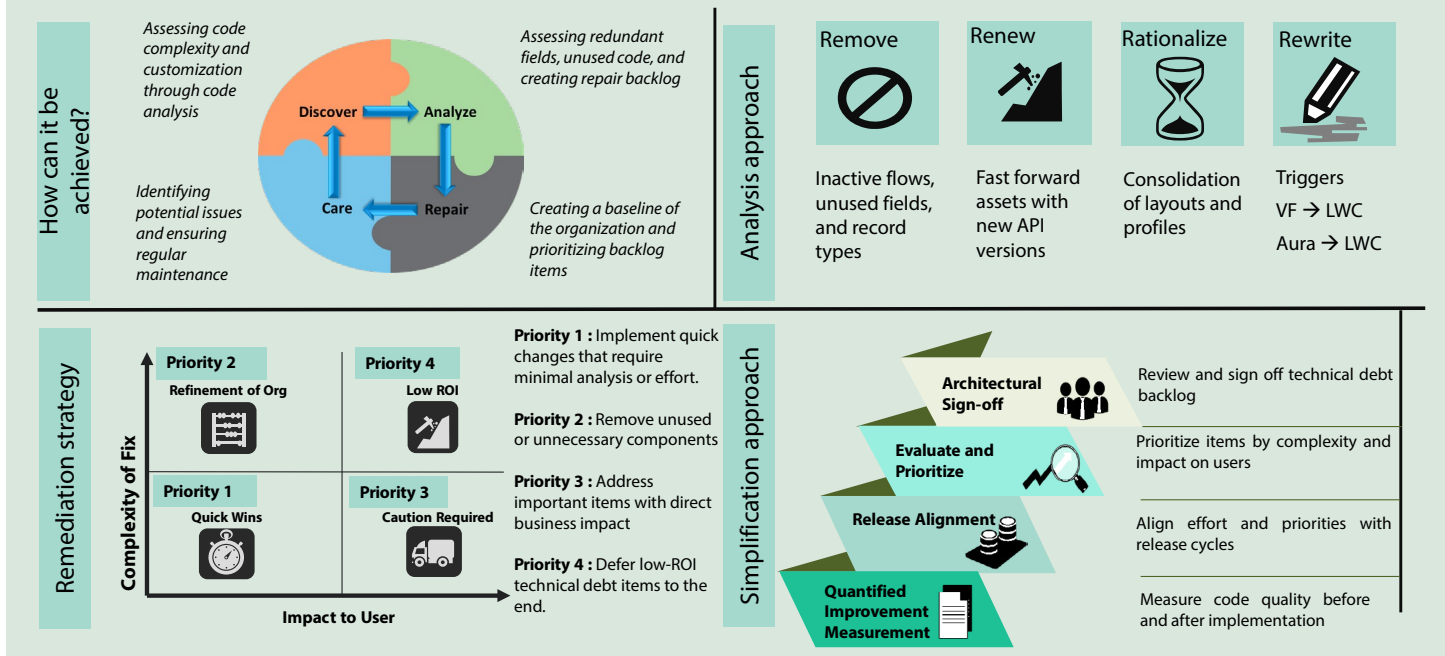


Fig 2: 4R framework to reduce organizational complexity during transformation

5. Training and change management

Once the migration is underway, providing adequate training for employees to use the new system is essential. Change management efforts should include:

Tailored training programs:

Offer role-based training that focusses on how different teams will interact with the Industry Cloud (for example, claims adjusters in Insurance Cloud).

Continuous support:

Provide ongoing support and troubleshooting resources to help employees maximize the value of the new system.

Ongoing learning enablement:

Leverage Salesforce Trailhead for continuous, self-paced learning.

6. Continuous optimization

Post migration, businesses must regularly assess the performance of the Industry Cloud to ensure it continues to meet their evolving needs. Leveraging Salesforce's continuous innovation cycle and incorporating user feedback helps keep the system aligned with business goals.

Monitor KPIs:

Track metrics such as user adoption, process efficiency, and ROI by leveraging Salesforce Analytics to refine workflows and expand capabilities (for example, expanding into Manufacturing Cloud for supply chain optimization).

Adopt continuous innovation:

Align with Salesforce's triannual release cycle to adopt new industry features.

7. Productization strategy for multi-country rollouts

When large enterprises build their CRM ecosystem around a specific industry cloud, they often need to swiftly replicate the success of this setup in other markets. As a systems integrator, Infosys typically addresses this by building market-specific capabilities within a global-local model. Rather than automating business processes for a single local market, we focus on productization techniques to make features easily deployable and distributable. These techniques include Salesforce Lightning Bolt Solutions, which are pre-built, customizable templates that bundle components like Experience Builder page templates, apps,

and workflows into deployable packages. We also use managed and unmanaged packages, as well as private AppExchange applications for multi-country enterprises. Often, organizations work with Salesforce to co-innovate, co-design, and co-create new modules and accelerators tailored to niche use cases based on their line-of-business (LOB) needs. Multi-country deployments are typically executed either through a global or a hybrid operating model, depending on regulatory requirements. For additional insights, please refer to our detailed papers on Salesforce Hyperforce and Amazon Web Services (AWS) Outposts-based Salesforce offerings.

Systems Integrators and Transformation Engagements

Systems integrators, such as Infosys, play a vital role in transformation engagements by leveraging Salesforce Industry Cloud with third-party integrations. By combining Salesforce’s AI platform, Einstein, with industry data models, they provide seamless process experiences and build integrated, domain-specific intelligent solutions. These solutions can scale further with support from Salesforce Data Cloud.

In summary, systems integrators bring greater value to enterprises through Industry Cloud rollouts. This includes impact assessment, fit-gap analysis, customer-specific security establishment, design and implementation of industry data models and workflows, application development, and extension of industry business process capabilities via APIs. They also support integration of lightweight applications using the engagement layer such as MuleSoft, web services, or Slack, as well as multi-tier heavy integration layers through channel and domain services. Additional capabilities include DevOps setup for project management and Slack-based AppExchange apps for distribution.

Transitioning from the core, such as Sales, Service, Marketing, and Analytics Clouds, to industry-specific solutions unlocks numerous scalable use cases. In such transitions, systems integrators apply their rich domain knowledge and implementation expertise to deliver smarter solutions while eliminating technical debt from homegrown or extensions-based solutions.

Key considerations for a successful transition include:



Change management:
Address resistance by highlighting quick wins such as faster lead conversion in Financial Services Cloud.



Security:
Validate data residency and encryption standards for regulated industries.



Partner ecosystem:
Engage Salesforce systems integrator partners like Infosys for deep industry expertise.

By aligning industry-specific capabilities with strategic goals, enterprises can future-proof their operations while reducing technical debt and lowering costs.



Infosys as a Salesforce Industry Cloud Implementation Partner

Infosys provides a comprehensive and structured approach to digital transformation, driven by Salesforce Industry Clouds and designed to enhance customer experience through the offerings listed in Figure 3.

Infosys Enterprise Cloud Application Services – Canned Artifact Showcasing Solution Readiness and Key Themes				
1	2	3	2	3
One Enterprise Experience: Data, UX	Innovation and AI at the Core	Modernized, High-performing Tech Stack	Integrated, Agile Delivery Model	Accountable to Outcomes
• Collaborative, human-centered interaction model • Prototype, experience-led approach • Google-inspired design sprints to unify products and geographies through diverse perspectives • Service design and design thinking techniques • Value Realization Model to prioritize capabilities	• Agentic, UX-driven experiences with intelligent agents proactively anticipating and addressing user needs • AI-powered tools driving ~25% efficiency gains through Lot 1 and 2 execution • AI-first approach to Salesforce development with proprietary solutions like the Salesforce Software Engineering Processes Optimizer, Gen AI CX Suite, Wealth 360 • Active contribution to the Infosys innovation ecosystem via the Infosys Innovation Council	• Native Industry Cloud capabilities optimized through ~60% refactoring and ~40% rebuilding based on technical debt analysis • Built effort reduced by 50% using AI-powered Infosys Cognitive Code Converter for integration components; incremental savings across development phases • Custom-to-configuration ratio optimized from 65:35 to 15:85, enabling greater standardization • Regression test automation coverage increased to 70%	• Accelerated speed to value with potential to compress the transformation flight path by over 50% • Mature, integrated Agile execution model ensures delivery certainty and minimizes risks across teams • Shared collaboration and ideation spaces such as digital whiteboards foster seamless coordination across global delivery teams, enabling successful large-scale transformation	• Interaction mining and value realization model to measure transformation value • Leveraging our established ecosystem partnerships to empower key business units and mitigate risks • Three-way joint governance model between the client, Infosys, and Salesforce to drive a commercially scalable solution

Fig 3: Infosys Salesforce Industry Cloud offerings in enterprise transformation

Key differentiators that position us as the preferred Salesforce Industry Cloud implementation partner:

- Quality-centric, value-driven implementations using solutions from the Infosys Cobalt suite, our premium portfolio of services, solutions, and platforms that accelerate digital transformation on the cloud
- Robust enablement platform through a dedicated industry specific center of excellence (COE)
- Proven implementation experience, backed by various published case studies and thought leadership papers, enables us to apply lessons learned to new industry-specific use cases and enterprise-grade rollouts
- Strong collaboration with Salesforce, leveraging our combined strengths to drive industry-specific digital transformations that drive smarter and more engaging customer experiences
- Industry Cloud incubation and advice on new cloud offerings for our customers, while also building mature practices over time

As early adopters and market initiators, Infosys follows a proven, structured approach to scale new industry and sub-industry cloud capabilities, from Manufacturing Cloud to Automobile Cloud, and Health Cloud to Life Sciences Cloud. Our structured approach includes the following steps:

- Begin by comprehensively analyzing the customer's business processes, personas, and industry domain to identify the most suitable Salesforce Industry Cloud solution. For example, when implementing Life Sciences Cloud, conduct an in-depth analysis of the customer's clinical trials, medical affairs, and commercial operations, while clearly distinguishing these from broader healthcare or insurance use cases.
- Define a clear vision and ensure strategic alignment between the new cloud capabilities and the customer's long-term business objectives, ensuring the solution supports their overall strategy.
- Evaluate whether the selected Industry Cloud addresses at least 80% of the required use cases. Explore related Salesforce clouds, sub-industry offerings, and complementary solutions such as accelerators, AppExchange applications, and Infosys-developed capabilities.
- Conduct a detailed assessment of existing systems, data, and workflows to create a robust adoption plan that includes data migration, system integration, and customization strategies.
- Explore Salesforce's Industry Demo Orgs (IDOs) and Simple Demo Orgs (SDOs) to evaluate how well different modules align with specific use cases and determine whether additional features or clouds are required.
- Build a targeted proof of concept (POC) to validate the selected solution's feasibility and demonstrate its ability to address key use cases.
- Collaborate with the Salesforce Success team to develop a bill of materials (BOM) and manage the procurement process, factoring in general availability (GA), beta, or upcoming releases.
- Configure the new Industry Cloud to meet the customer's unique requirements, leveraging industry-specific features and developing custom solutions where needed.
- Develop comprehensive training programs and implement effective capability-building strategies to ensure user adoption and minimize operational disruption. Align training plans with expected demand and future pipeline growth.
- Establish a framework for continuous monitoring, optimization, and innovation. Regularly incorporate new Salesforce updates and features to continuously improve the solution and drive business value.
- Leverage the data analytics and reporting capabilities of the new Industry Cloud to uncover actionable insights on data trends and metrics.



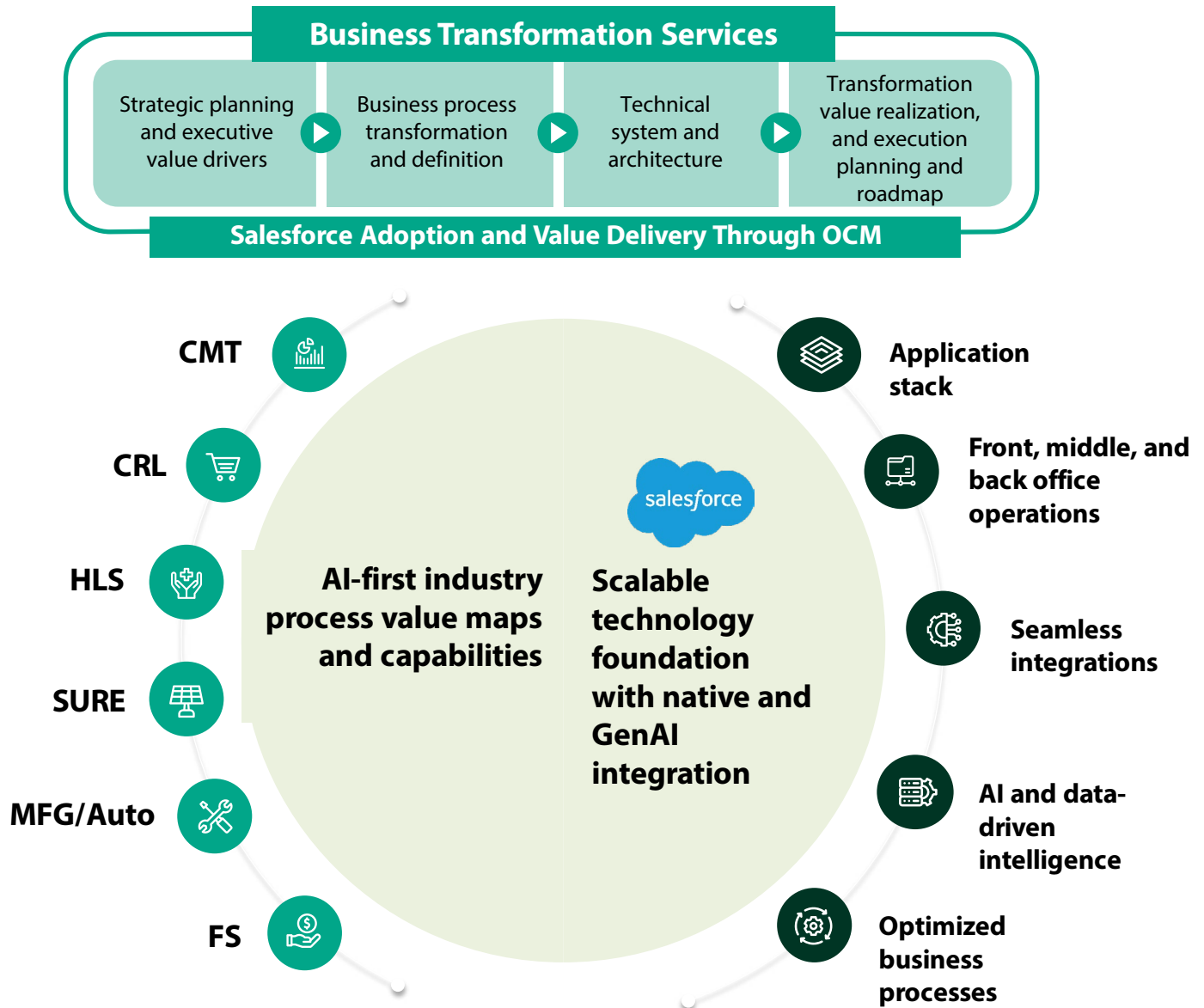


Fig 4: Infosys offerings aligned with Salesforce Industry Clouds



Select Case Studies

Enterprises across various sectors have benefited from Infosys-led transformations using Salesforce Industry Cloud. Table 2 presents a selection of representative case studies, highlighting the business value delivered in each engagement.

Table 2: Case studies of Infosys-led Salesforce Industry Cloud transformations

Sl. No	About the client	Industry Cloud	Value delivered
1	Leading US bank	Transformed from core Sales and Service Clouds to Financial Services Cloud	- Achieved a 360-degree view of clients, households, and financial information - Improved application performance by 20% through technical debt reduction. - Increased user productivity by 30% due to minimal navigation outside of Salesforce
2	American healthcare provider	Transformed from core Sales and Service Clouds to Health Cloud	- Reduced customer onboarding time by 50% - Increased account handling tenfold without additional staffing
3	US-based multinational confectionery company	Transformed from core Sales and Service Clouds to Consumer Goods Cloud	- Implemented Consumer Goods Cloud Retail Execution (REX) for the modern trade channel enabling out-of-the-box capabilities of the platform and its mobile application - Improved REX reporting capabilities - Enhanced overall customer experience
4	US Department of Labor Partners	Migrated from Vlocity Insurance to Salesforce Government Cloud, with Infosys-led business process and data model extensions	- Implemented Infosys LaborForce, a proprietary solution built on Salesforce Public Sector Cloud - Implemented an enterprise labor platform that leverages shared data and functions across various multiple public departments - Streamlined the claims process for citizens, employers, and state employees handling the cases

Conclusion

Transitioning from Salesforce’s core Sales and Service Clouds to Industry Cloud solutions represents a strategic move that aligns business processes with the unique needs of each industry. This shift enhances customer experiences, improves operational efficiency, and drives growth. While migration requires careful planning, the benefits of adopting a tailored solution far outweigh the costs of staying on a general-purpose platform. By harnessing the power of Salesforce’s Industry Clouds, enterprises can future-proof their businesses, stay ahead of the competition, and respond more effectively to the evolving needs of customers and the market. For organizations looking to embrace digital transformation, migrating to an Industry Cloud is a powerful step toward success in today’s AI-driven, data-centric and domain focused economy.



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Infosys Cobalt is a set of services, solutions and platforms for enterprises to accelerate their cloud journey. It offers over 35,000 cloud assets, over 300 industry cloud solution blueprints and a thriving community of cloud business and technology practitioners to drive increased business value. With Infosys Cobalt, regulatory and security compliance, along with technical and financial governance come baked into every solution delivered.

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