LEAD THE CHANGE

EXPERIENCE INNOVATION AND DIGITAL TRANSFORMATION WITH HCL

Introduction

Salesforce over the years has transformed how organizations sell, market, and deliver services with its industry-leading CRM platform. Organizations today prefer solutions that not only cater to their core CRM requirements but also support the entire customer journey. Salesforce has been at the forefront of enabling interaction/collaboration across channels and stakeholders, building connected ecosystems, and leveraging data to offer a unified platform that addresses customer needs.

DIGITAL AND CUSTOMER EXPERIENCE

With complex business ecosystems, organizations today need to engage and connect with all stakeholders through a network of digital communities and social collaboration across channels. Enterprise collaborations are driving success in customer service, bringing sales channels closer, and enhancing employee productivity. HCL helps customers achieve success by leveraging Salesforce products.

PLATFORM AND DATA STRATEGY

Enterprises need to integrate their data and processes and establish stronger inter and intra-department collaboration to deliver a unique customer experience. HCL offers consulting services that help enterprises to define their cloud strategy, migration approach, portfolio modernization, evaluation, selection, and build versus buy decisions. We enable customers to drive cloud enablement using the Salesforce platform in core CRM and beyond.

E-COMMERCE AND CPQ ENABLEMENT

Companies today are implementing CPQ solutions to maximize sales, make sales teams smarter, deliver personalized services, improve accuracy, and streamline sales and finance operations. Another rapidly growing trend is in the space of e-commerce (both B2B and B2C) where creating an end-to-end omnichannel customer experience has become a priority. HCL works closely with its customers to achieve these goals.

CONNECTED INTELLIGENCE
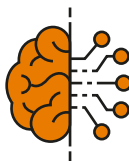
With data emanating from multiple sources, it is critical for companies to leverage data and ensure meaningful usage by routing it to the right teams and systems. The objective should be to drive actions and analytics and thereby deliver proactive and predictive services and improved customer experience. HCL offers support to the customers in this journey, empowering them to build a connected and intelligent ecosystem by leveraging Salesforce Einstein and IoT capabilities.

HCL Solutions

HAPI (HCL ACCELERATOR FOR PRODUCT INTRODUCTIONS)

HAPI accelerates NPI (New Product Introductions) and allows product managers to deploy new products promptly or make changes to existing products using a simple CSV/Excel file. HAPI is a configuration tool that intelligently transfers data based on customer-specific configurations. The information from the CSV files are intelligently transferred into products, pricing, categories, specs, and menu objects in the B2B Commerce Cloud.

PROPEL – CPQ DATA LOADER

Propel is a data loader utility which allows the CPQ admin user to upload/update CPQ product, feature, option, and pricing data through one single CSV worksheet as an input. Similar to Salesforce data loader, Propel has three stages, namely (1) Infuse Data - Propel utility which comes with a pre-defined template to load CPQ data. The template allows the CPQ data structure to be defined in one single worksheet (2) Transform Data and Load Data - uploads the updated template into Propel utility to initiate the transform and load process (3) reads the information in the template and distributes the relevant data into multiple Salesforce CPQ objects.

MARKETING CLOUD – CAMPAIGN ROI TRACKER

Campaign ROI tracker is an add-on to the existing Marketing cloud feature set which bridges the gap between measuring campaign ROI in Sales/Service cloud and the ability to present it to the Marketing teams in the Marketing cloud. The tracker also enables the marketing leaders to gain insights into actual sales funnel through the marketing contribution and enhance sales & marketing alignment.

ACTIAN DATACONNECT

Actian DataConnect is a digital business platform for hybrid data integration, transformation, and management; providing comprehensive support for data formats, data sources, deployment and management of cloud/on-premise/embedded integrations. Additionally, through DataConnect's APIs (Application Programming Interfaces), SDKs (Software Development Kits), and CLI (Command Line Interface), you can securely embed integration components virtually into any application and deploy it to a traditional data center, cloud, or edge locations.

HCL Salesforce Practice

- Well established alliance with Salesforce
- A global team of over 500 Salesforce practitioners
- Large pool of Salesforce certified professionals
- Rated and positioned as a key player by leading analyst firms
- HCL Salesforce services and offerings seamlessly align to HCL Mode 2 in HCL's Mode 1-2-3 strategy
- Internal Salesforce training academy and R&D council
- Extensive experience, capability, and global success on Salesforce covering both core CRM and non-CRM areas
- Agile delivery driven by collaboration, responsiveness, working solutions, and high business value
- DevOps for faster automated delivery and operations
- Flexibility of offering the core and flexi delivery model and scalability to ramp up/ramp down resources and skill set requirements
- Streamlined and standardized processes to ensure high quality standards
- Repository of templates, standards, best practices, and processes for Salesforce delivery

HCL Advantage

- HCL operates as a market leader in the Salesforce space and has been at the forefront of making early investments
- Capability and experience to emerge as a technology innovation and transformation partner in the area of Salesforce and related technologies
- HCL differentiates itself with a strong capability on Salesforce platform
- Proven experience in executing and delivering enterprise-wide programs
- Focus on business-driven technology innovation, promoting enterprise scale and integrated customer experience
- Internal Salesforce training academy and training and skill development programs with Salesforce and leading product companies
- Repository of propriety solutions, accelerators, and frameworks covering industry and horizontal solutions and delivery frameworks for best practice aligned and expedited delivery
- Global integrated delivery model and ability to work in a distributed and scale agile model
- All services, deliverables underpinned by a number of mechanisms to track, report, and continuously improve

Success Story

An American corporation that designs, manufactures, and distributes engines, filtration, and power-generation products

Challenge/Objective

- The large network of dealers and distributors using various applications
- Absence of automated systems, real-time visibility and integration with internal apps

HCL Approach/Solution

- State-of-the-art service app on Force.com to help service providers to connect to the engines and troubleshoot
- Reduced number of applications to perform tasks
- Sales Cloud and E-commerce platform evaluation, selection and implementation. CPQ product analysis and solution evaluation
- Salesforce clouds – Sales, Service, Community, IoT and Force.com platform

Benefits

- Scalable architecture,
- Connected devices (IoT)
- Seamless integration
- Mobility and intuitive UI design

Success Story

A German investment bank and financial services company headquartered in Frankfurt, Germany

Challenge/Objective

- Lack of end-to-end customer experience and effective communication
- Lack of an automated system operation and the requisite integration with internal systems and applications

HCL Approach/Solution

- Implementation and enhancement of Sales cloud and Financial services cloud
- Implementation of Salesforce Shield.
- Wave analytics configured for campaign, account, revenue and sales rep performance analytics reporting
- Implementation of CI/CD for smooth development and deployment using TeamCity, BitBucket and ANT

Benefits

- Smooth collaboration amongst the Sales team
- Improved sales representative efficiency and customer on-boarding process tracking

Success Story

A global security software company in the United States

Challenge/Objective

- Provide the sales teams with a platform to run their own personalized campaign from Salesforce.com and leverage the approved email templates from Pardot
- Receive real-time prospect engagement notifications and track new and existing prospect visits to the official website

HCL Approach/Solution

- Installed and configured the Pardot Connector and Salesforce Engage
- Implemented form handler to pull data directly from the official website to Pardot

Benefits

- Increased sales & marketing collaboration
- Improved pipeline nurturing and deal closure
- Personalized campaigns, real-time alerts and tracking

Success Story

A security systems company incorporated in Ireland with operational headquarters in the United States

Challenge/Objective

- Multiple Salesforce organizations serving global businesses with different development teams
- Absence of proper release management, governance, code and configuration standards which led to fragility in the organization with significant technical redundancy and debt

HCL Approach/Solution

- Engaged as the consulting and transformation partner with an objective to refine, redesign and build a scalable and reliable solution
- HCL has been merging BU/region-specific organization configuration and customizations into global organizations
- Salesforce clouds/products in scope included Sales, Service, Marketing, Community, ServiceMax, Cloud Craze and Pardot

Benefits

- Coherent, efficient and improved processes, optimized configuration and code, and alignment with the best standards and practices