

Scaling for Success in an **AI-Forward Future**

The HCLTech and Salesforce Partnership
is the change you need



For over **14 years**, our partnership with Salesforce has enabled us to empower clients with cloud technologies, automation, and agile methodologies. This collaboration has allowed enterprises across diverse industries to rapidly scale operations, achieve end-to-end digital transformation, and enhance customer and employee experiences at scale. Through this enduring relationship, HCLTech has delivered a **CSAT score of 4.8/5 across over 1,000 projects**, earning the trust of **300+ global companies**.

As a leader in Salesforce implementation and a **Global “SUMMIT” Consulting Partner**, we offer unparalleled support across Salesforce’s entire value offering, ensuring peak performance, productivity, personalization, and profitability.

At **Dreamforce 2024**, we remain committed to advancing the power of Gen AI and Total Experience solutions across the value chain.



The HCLTech–Salesforce Partnership: **Key Differentiators**

1

Innovating with Salesforce to achieve flawless integration from foundational systems to advanced edge technologies

2

Collaboratively creating innovative tools and frameworks via our Salesforce Center of Excellence (COE)

3

Delivering exceptional services, with Salesforce’s direct endorsement, across multiple sectors, functions, and locations

4

Strong partnership with Salesforce advisory teams for expert consultation, solution crafting and execution on the ground

The HCLTech-Salesforce Synergy: **Success Unfolded**

3900+

top-tier consultants

300+

satisfied global customers

1000+

successful projects

4.8/5

overall CSAT score

Our **Recognitions**

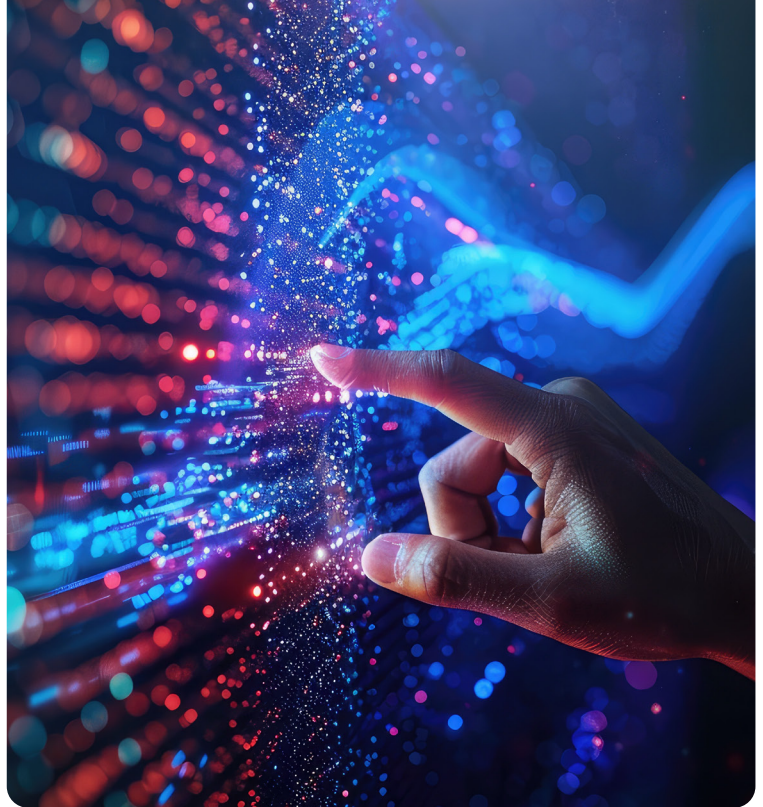
The success of our Salesforce partnership is legitimized by the many accolades and recognitions HCLTech has received from 2022 to 2024 by leading industry experts and analysts.

- **Leader in IDC MarketScape:** Worldwide Managed Public Cloud Services 2023 Vendor Assessment
- **Leader in the ISG Provider Lens™ Salesforce Ecosystem Partners:** Managed Application Services for Large Enterprises – US 2023
- **Leader in the ISG Provider Lens™ Salesforce Ecosystem Partners:** Implementation Services for Industry Clouds – US 2023
- **Leader in the ISG Provider Lens™ Salesforce Ecosystem Partners:** Multi-cloud Implementation and Integration Services for Large Enterprises – US 2023
- **Leader in ISG Provider Lens™ Salesforce Ecosystem Partners,** 2023



Our Expertise

The dynamic capabilities of the Salesforce COE allow us to provide your enterprise with truly transformative and collaboratively developed prebuilt solutions infused with GenAI that cater to a wide range of industry requirements. From Banking to healthcare, to energy and beyond; our cutting-edge solutions paired with our top-level service implementation is ready to serve your needs.



HCLTech InFusion EnerGility

Built on Salesforce Energy and Utilities Cloud and Marketing Cloud, this solution integrates systems for oil & gas companies to optimize operations and reduce costs using GenAI

HCLTech InFusion BankHub

A comprehensive banking solution on Salesforce Financial Services Cloud, offering integrated KYC, loan calculators and GenAI tools for enhanced financial planning

HCLTech InFusion CasePilot

An automated case management tool powered by Salesforce Einstein Copilot, improving service efficiency and customer satisfaction with integrated AI and ServiceNow

HCLTech InFusion OrgInsight

A real-time insights tool for Salesforce environments, aiding in optimizing configurations and test coverage with GenAI tools like Google Gemini

HCLTech InFusion Org MigrateEase

Facilitates seamless Salesforce org migrations, preserving data integrity and security throughout the process

HCLTech InFusion EvoCommerce

Enables businesses to manage multiple storefronts with a single Salesforce license, offering real-time updates and integration with payment providers

HCLTech InFusion PatientFirst

Enhances healthcare provider-patient engagement using Salesforce Healthcare Suites, reducing costs and improving service efficiency

A focus on the future: **Crafting Total Experience with GenAI**

The HCLTech-Salesforce partnership combines advanced AI capabilities with industry expertise to drive digital transformation and innovation. Leveraging Salesforce Einstein 1 platform, HCLTech delivers secure and intelligent solutions that enhance productivity while building enterprise trust. Together, they empower organizations to thrive in an AI-driven future.



Charting the Course for your **AI-Led Journey**

At HCLTech, our Salesforce practice is dedicated to helping clients seamlessly transition to an AI-driven environment, enhancing interactions across all stakeholders. We specialize in implementing industry-specific data models and AI best practices, including proactive prompting, mitigating toxic outputs, and managing workflows to address AI inaccuracies.

We also integrate Salesforce's enterprise trust capabilities to ensure privacy and compliance, using audit logs and external LLMs within **Salesforce**. By orchestrating comprehensive processes and case management features, we pave the way for digitally transformed, AI-enabled enterprises that are future-ready.



Our **Success Stories**

01 Transforming a **global federal credit union** with Salesforce

The Objective:

Replace outdated legacy applications to meet evolving business needs for better customer experience and ROI.

The Solution:

The transformation focused on migrating from legacy systems to modern applications using Salesforce Financial Services Cloud. This shift supported the client's objectives and enhanced their strategic approach.

The Challenges:

- Develop dynamic business functionalities using an Out-of-the-Box (OOB) platform
- Implement a cloud-based omnichannel solution to support complex integrations
- Create a monetizable solution for other credit unions

The Impact:

- **21%** increase in membership
- **22%** growth in digital share of voice
- Reduced cost of acquisition, significantly improving ROI



02 Crafting a unified digital experience for a multi-brand industrial giant

The Objective:

Modernize legacy systems to enhance customer engagement, streamline operations, and reduce costs.

The Challenges:

- Complex IT ecosystem due to multiple acquisitions and outdated systems
- Inefficient processes limiting seamless customer experiences
- Need for a unified digital platform for better operational efficiency

The Solution:

A phased digital transformation leveraging best-in-class technologies was implemented. This included migrating over 1,000 applications to Azure Integration Services, transitioning legacy systems to Shopify and Salesforce Commerce Cloud, and standardizing digital platforms using Drupal for consistent user experiences and enhanced functionality.

The Impact:

- **29%** increase in revenue
- **17%** rise in orders
- **10%** growth in average order value
- **30%** reduction in development time
- **Up to 60%** reduction in implementation costs



03 Enabling seamless communication for a biotechnology major

The Objective:

Create a unified patient-centric platform to streamline healthcare delivery and establish a centralized digital experience.

The Challenges:

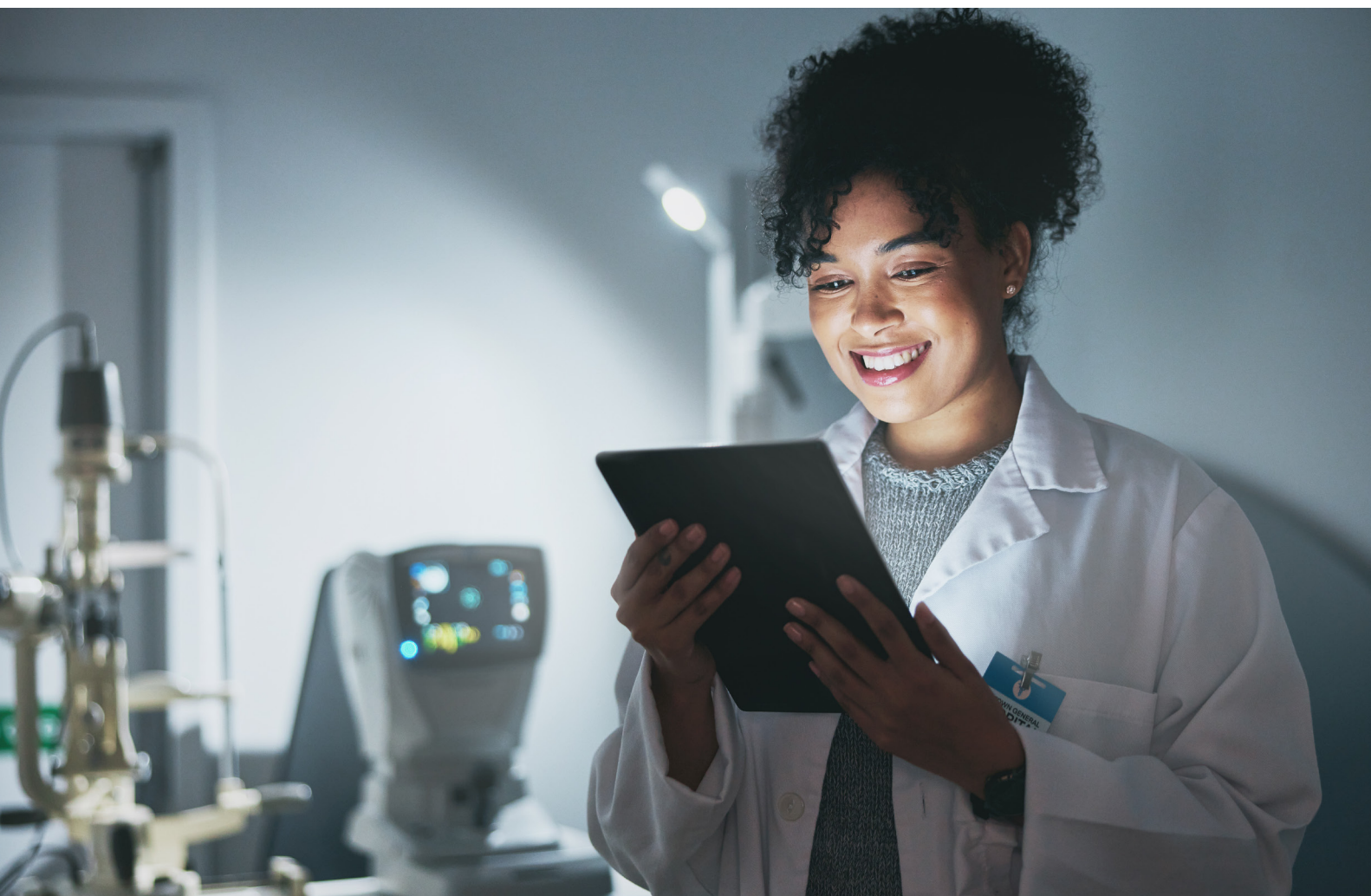
- Lack of patient support services and fragmented information
- Inefficient customer service processes
- Limited territory mapping and digital communication

The Solution:

Salesforce's cloud-based service offerings – including Health Cloud, Experience Cloud, and Service Cloud – were implemented to centralize patient information and improve communication. Additionally, the integration of systems like Tibco, Coveo, and Google Analytics enabled a unified experience. Custom features and a refined portal for healthcare professionals (HCPs) enhanced patient support and operational efficiency.

The Impact:

- **40%** reduction in implementational complexity
- **30%** reduction in time taken for development
- **30%** reduction in costs
- **100+** reusable lightning web components developed



04 Modernizing business operations for a major **South American bank**

The Objective:

Modernize outdated infrastructure to meet modern banking demands and enhance customer services.

The Solution:

A comprehensive transformation was initiated using Salesforce Financial Services Cloud, Marketing Cloud, and Data Cloud. This included migrating customer services to a unified platform, integrating AI for predictive customer offerings, and utilizing data-driven insights for personalized marketing. Multi-channel enablement was achieved through SMS, push notifications, and WhatsApp, while third-party integration with the bank's original database ensured smooth workflows.

The Challenges:

- Outdated legacy systems limiting customer service and internal efficiency
- Fragmented customer data and lack of digital communication channels
- Absence of AI-driven insights and predictive capabilities

The Impact:

- Faster turnaround in customer service
- Improved campaign orchestration and real-time engagement
- Enhanced cost optimization through low-code/no-code solutions



Let's **Collaborate**

Unlock your business's full potential with HCLTech's seamless Salesforce implementation, tailored to your unique needs. Our customized Salesforce solutions empower you to enhance your digital value chains, boosting productivity and fostering innovation. Contact us today to start your journey toward a smarter, more efficient future.

HCLTech | Supercharging
Progress™

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