



CUSTOMER
RELATIONSHIP
MANAGEMENT



ACCELERATE THE BUSINESS VALUE OF
YOUR SALESFORCE.COM INVESTMENT
THROUGH **DIGITALIZATION**

HCL is a Cloud Alliance Partner of Salesforce.com and helps accelerate business transformation on the Cloud across the enterprise by offering an integrated approach towards business processes, technology, application, and data. HCL is a one stop solution provider with end-to-end service offerings covering cloud strategy articulation, cloud readiness assessment, CRM strategy definition, process blueprinting, Salesforce.com consulting, implementation, integration services and Force.com platform development.

Global integrated delivery model

End to end service offerings and Salesforce.com product coverage

One of the largest pool of Salesforce.com certified professionals amongst SFDC partners globally

Successful engagements for Fortune 500 customers across industry verticals and geographies

Innovative proprietary assets and frameworks on Salesforce.com

THE HCL ADVANTAGE

HCL placed as one of the Largest Offshore players in IDC MarketScape: Worldwide Salesforce.com Implementation Ecosystem 2013 Vendor Analysis

Cloud Alliance partner of Salesforce.com and strategic Salesforce.com partnership

Awarded "Fastest Capacity Growth Partner 2011" by Salesforce.com

Internal "SFDC Training Academy"

HCL SALESFORCE.COM SERVICE PORTFOLIO

HCL offers services assisting customers in aligning their Salesforce.com CRM strategy and processes with their business strategy thereby enabling them to derive maximum value from Salesforce.com investments.

ADVISORY



- Cloud Readiness Assessment
- Cloud strategy definition
- SaaS CRM / technology platform evaluation
- Business process mapping with SFDC
- CRM / Force.com apps
- Architecture / application design and implementation roadmap definition

IMPLEMENTATION



- Sales Cloud, Service Cloud,
- Marketing Cloud, Customer Portal, Partner Portal etc
- Full lifecycle implementation using different delivery models
- SFDC Instance consolidation/ optimization testing and UAT support
- Training services

INTEGRATION



- Integration strategy definition
- Data interface development for Salesforce.com CRM / apps
- Integration of Salesforce.com CRM/ applications with legacy, in house third/ party applications
- Migration & integration of unstructured data between Salesforce.com and on premise apps

DATA MIGRATION



- Data migration from legacy to Salesforce.com applications
- Data extraction, data deduplication
- Implementation of Data Lifecycle Management & Archival Solution for cloud apps

FORCE.COM



- Development of business apps on Force.com platforms
- Development of mobile extensions to Force.com applications
- Development of public and private sites
- Migration of applications from legacy/ on premise platforms to Force.com

MANAGED SERVICES



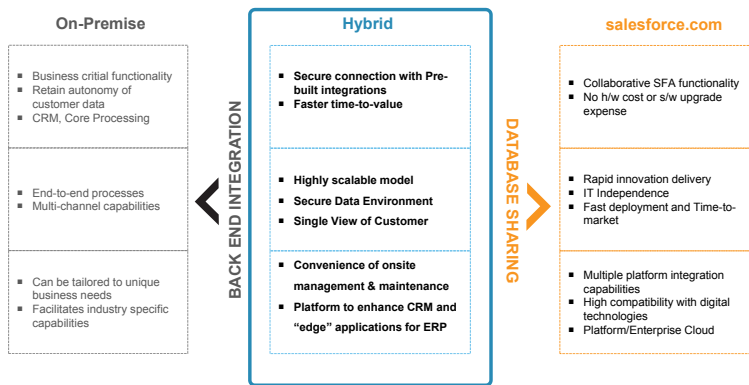
- L1 / L2 / L3 support
- 24x7, 24x5, 16x5, 8x5 support models
- Application, Technical, Integration, data support
- Application Enhancement services
- Support Transition
- Vendor co-ordination

HCL SALESFORCE.COM SOLUTIONS

1 CO-EXISTING IN A LEGACY ENVIRONMENT

Enterprise application suites are increasingly shifting to a SaaS-based model. However, many global organizations maintain a sizable on-premise footprint for a variety of reasons including cost and change management as well as system and process dependency.

HCL's Hybrid Approach



2 CITIZEN DISASTER RECOVERY SOLUTION

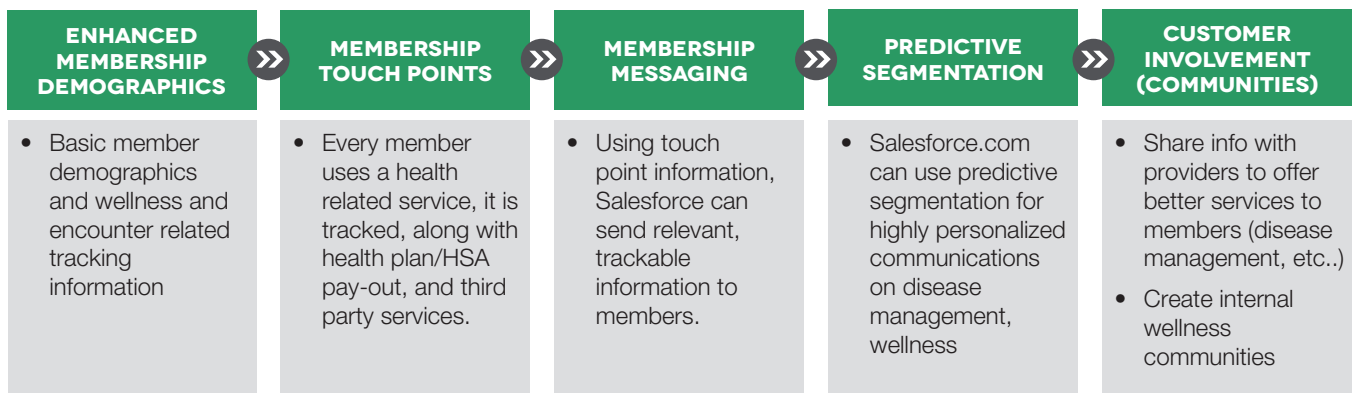
The Citizen Disaster Recovery Solution (CDRS) delivers citizen disaster assistance through a technical platform that provides knowledge of and access to benefits across multiple agencies and coordinates efforts between them. The solution aims at

- Reducing the need to input multiple data sources by 50%
- Providing a better interface to constituents
- Helping governments to leverage technology to improve the constituent process in a difficult situation

The Citizen Disaster Recovery Solution (CDRS) is part of HCL's iGovern suite of citizen-centric solutions, architected to deliver the services from a citizen's point of view, enabling Government to Citizen (G2C) connect, and improved transparency and productivity.

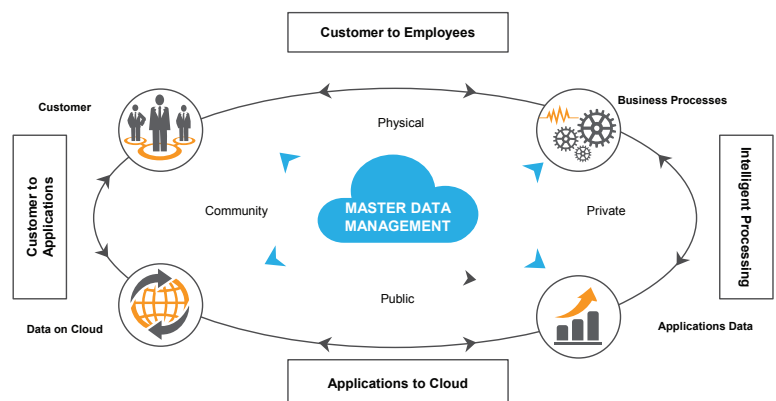
3 MEMBER ENGAGEMENT MANAGEMENT (MEM) IN SALESFORCE.COM

The HCL MEM architecture leverages the strengths of Salesforce.com Customer Community product to enable true capabilities that health plans are looking for. HCL's MEM Solution on Salesforce.com Communities for health plans environment can increase customer awareness, focus on customer acquisition and retention, and improve ROI.



4 CLOUD MASTER DATA MANAGEMENT

HCL's Cloud Master Data Management helps clients by delivering solutions that transform, innovate and lower costs with shared services. As a leading Salesforce.com solution provider, HCL can help manage your company's diverse data needs.



CUSTOMER SPEAKS

CSAT 10/10

The project was well run, all deliverables completed on time, zero defect issues raised in 2 weeks since go live, and very positive user feedback
 – Global information services and publishing company

CSAT 10/10

HCL's project framework was easy to use and kept the project on task. Having someone on-shore allowed for easy communication with the off-shore team.
 – US based gaming and Hospitality Company

CSAT 10/10

We are very pleased with HCL's professionalism and Sales-force.com knowledge. In particular HCL developers demonstrated superior skills and were highly proactive and flexible during Salesforce development.
 – Leading pan-European online freight exchange service

CSAT 10/10

Team had been very dedicated and responsive. Project was delivered on time while maintaining the quality of work.
 – American Technology Company specializing in data and storage networking products

OUR KEY EXPERIENCES

HCL has obtained deep expertise in delivering solutions on Salesforce.com CRM and Force.com platform for number of its customers.

- Leading Netherland based Information Services & Publishing Company with businesses across Europe, North America & Asia**
 HCL has done full lifecycle SFDC SFA Implementation, integrations and data migration for the US business. The application is being supported by HCL which covers L2 and L3 support. In addition HCL has done development, integrations and support projects for multiple divisions in APAC and EMEA
- Leading Australian Financial services Group**
 HCL was responsible for business process reengineering & refinements for SFDC master instance and optimization of processes. Services included functional specifications, refinement of processes, enhanced reporting, data analysis and transformation
- Leading High Tech Manufacturer in US**
 HCL has been responsible for full lifecycle implementation of Service Cloud and Partner Relationship Management solutions. HCL has also implemented and integrated Big Machines with Salesforce.com. In addition, HCL also provided L2 and L3 support services
- Leading multinational medical devices, pharmaceutical and consumer packaged goods manufacturer**
 HCL replaced the existing legacy call centre application with Salesforce.com Service cloud as a single umbrella solution. Implemented using Agile framework [Scrum] to use iterative and incremental approach for project delivery.
- Leading multinational Bank with businesses across Australia, New Zealand, USA and UK**
 HCL assessed multiple SFDC instances and provided recommendations to address the non-compliance issues at process and technology level due to spread of Salesforce.com instances across different geographies
- Leading Hospitality and Entertainment Company in US**
 HCL built a "Virtual Concierge" application developed as a customized Chatter solution on Force.com accessible on mobile that serves as a personalized host for each customer and offers differentiated experience for most loyal customers
- Leading European Bank**
 HCL provided managed support services for Salesforce.com application and provided development & enhancement support for custom built application
- Leading US based Global Pharmaceutical Company**
 HCL was responsible for solution architecture, design and development of data interfaces (for all counties outside of the US) between VEEVA/ Global Call Center (GCC) and Operational Data Sources. HCL carried out data migration (for all counties outside of the US) from legacy CRM applications to VEEVA / GCC deployment. HCL provides 24X5 Veeva and Global Call Center Application and Data Support as well as L3 integration support and enhancements
- Largest supermarket/grocery store chain in Australia**
 HCL was responsible for configuring and customizing a solution on Force.com platform to overcome the manual processes related to quality assurance as part of the vendor management processes. This included understanding of as-is QA business processes, building a customized solution for Product Development to manage the concept to launch of products and building a customized solution to manage the Quality and Ethical audit process



To know more, write to us at integrated.applications@hcl.com



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