

# Scale Digital with HCL: enabling future ready agile enterprises

Maximize the potential of your Salesforce implementation and drive unprecedented, technology-led business value with HCL's technology accelerators.



# Introduction

Salesforce over the years has transformed how organizations sell, market, and deliver services with its industry-leading offerings. HCL is a market leader in the rapidly growing market space associated with Salesforce products and solutions and have been at the forefront in making early investments into people, technology and solutions to serve this marketplace.

## Innovation in E-commerce and CPQ

HCL is helping global enterprises leverage eCommerce and CPQ solutions to create an end-to-end omnichannel customer experience, maximize sales, make sales teams smarter, deliver personalized services, improve accuracy, and streamline sales and finance operations. HCL is helping organizations digitize their application landscape with leading solutions in the space of E-commerce and CPQ through internally developed, Salesforce-based solutions 'HAPI' and 'PROPEL'.

## Application Modernization & Adoption

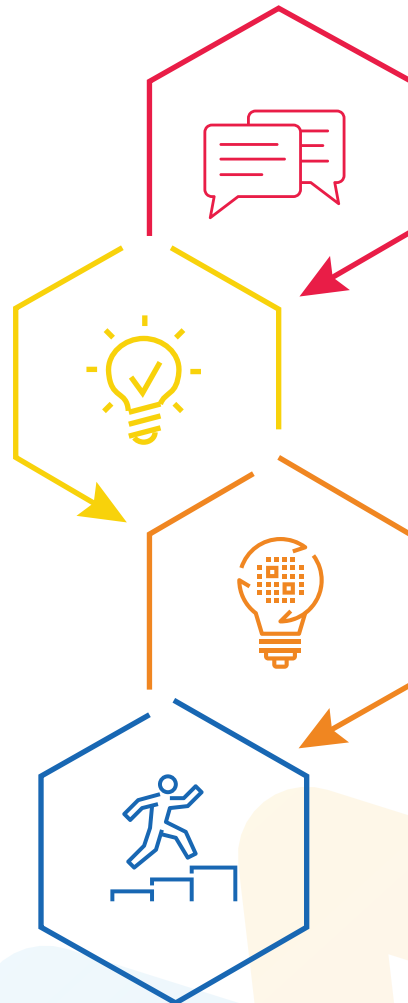
HCL provides cloud migration and modernization services to its customers covering advise to execute and helping them expand beyond traditional core CRM functions along with the consultation and identification of application (legacy technology, on-premise) candidates for cloud migration. HCL has developed a well-defined approach and framework based on our past engagements and experiences. This is one of a key focus area for HCL in helping customers drive cloud enablement and adoption using Salesforce platform.

## Connected Digital Experience

Shared experiences and open communication between business stakeholders can help drive enterprise-wide collaborations and success in customer service, by bringing sales channels closer, and enhancing employee productivity. HCL leverages Salesforce lightning components alongside its UI/UX capabilities to develop feature rich, delightful communities which include customer community, partner community and employee community.

## CX Transformation

With customer experience taking center stage, HCL is helping organizations digitize their application landscape with Salesforce-based solutions, both in the CRM and non-CRM space. With all the data being created through multiple sources, it is becoming important to make this data more meaningful by streaming this data into the Salesforce apps and helping organizations take their customer engagement to the next level.



## HCL's Salesforce Practice:

**1500+**  
Salesforce practitioners

**500+**  
certified professionals

**150+**  
Global Customers

**350+**  
Successfully completed projects

Rated a key player by leading analyst firms

Extensive experience, capability, and global success on Salesforce covering both core CRM and non-CRM implementations.

# Discover HCL's Salesforce Accelerators

RITE is an enterprise info/file integrator solution which allows bulk file synch between Salesforce and various other systems in real time along with multiple location, multi-server features to integrate various data points. This brings in real time selection (no configuration, no customization required while you move files). Users can also bring in bulk files using email as well as Salesforce UI and integrate with other systems. Solution brings in retry intelligence to make it seamless solution.

## Rapid i-Throttle Engine (RITE)- Simplify Enterprise Digital Journey: Real time file synch & validation

Propel is a data loader utility which allows CPQ Admin user to upload / update CPQ Product, Feature, Option & Pricing data through one single CSV worksheet as an input and distributes the captured data into multiple CPQ objects.

## MaxNew PROPEL - Advanced CPQ DATA LOADER

## HAPI Commerce

HAPI is an accelerator that helps Product Managers release new products or modify existing Products in Salesforce Commerce Cloud (B2B - Cloud Craze). Setting up a product involves data entry in at least 13 objects in Cloud Craze. Product Managers could take about 3-4hrs to setup one product in Cloud Craze. HAPI leverages simple/flat CSV and reduces the time taken by 50%.

## G-SEC IMPLEMENTOR - Protect Your Customer Data

G-Sec Implementor is an application bundle created in Salesforce to help existing and prospective customers manage CRM platform data encryption and security and multi country global org implementation. The native Force.com custom app helps manage your global org implementation in securing your customers'/end users' data by leveraging encryption functionalities, data masking tools and providing you with the capability to exercise the rights of the customer on their data.

# Business Success with HCL & Salesforce

**Challenge:** The client wanted to have Salesforce as a single knowledge repository and decommission the existing file server where knowledge articles are maintained. It also wanted to create an improved and engaging UI through Salesforce Lightning and create a single sign-on for its community.

**Solution:** HCL worked with the company to implement lightning community, create role-based access to information and collaboration, extend case management module to handle new type of cases and use of custom assignment process. Helped the customer use Lightning File Library, HTML Components to enable access to Salesforce files and documents

**Benefits:** Along with creating an improved and engaging UI, HCL also helped the customer with an application which is Mobile compliant and have seamless navigation through SSO

## Leading US-based Water Treatment and Waste Management Utility Company



## A Leading Global Investment bank and financial services company



**Challenge:** The client used spread sheets to maintain customer details till the prospect became a bank client. There was also a marked lack of end-to-end customer experience, effective communication and of automated system operations, real time visibility and requisite integrations with internal systems and applications.

**Solution:** HCL used the solutions on Sales Cloud, Financial Services Cloud, Salesforce Shield, Wave Analytics, and CI/CD to drive transformation across their different business units.

**Benefits:** HCL solutions led to an increased collaboration amongst the Sales team, improved sales representative efficiency and customer on-boarding process tracking and streamlined deployment and release management processes.

**Challenge:** The customer needed a comprehensive solution that could help it maximize sales opportunities via structured sales process, gain a 360-degree view of Customer, enable better accessibility to dealers and distributors, and enable accurate invoicing.

**Solution:** HCL is the sole partner engaged in the customer's journey to cloud transformation and helped evaluate Salesforce as the cloud platform. Consulting on various architectural considerations like Salesforce org strategy, Salesforce governance and helping build solutions around Sales, Service, Commerce, Community and Force.com.

**Benefits:** Our solutions had helped the customer with 15% reduction in engine service time corresponding to 75 minutes per day saving for a service engineer. CSAT score for customer service increased to 80% from 40% within a year.

## An American Corporation that Designs, Manufactures, & Distributes Engines, Filtration, And Power - Generation Products



## A Leading German Energy &Utility Provider Company



**Challenge:** Customer organization was lacking in 360-degree customer information for providing better customer service team with no automated system operations or real time visibility and integrations with internal systems and applications.

**Solution:** HCL joined the customer digital transformation journey and implemented Service Console for customer service center with Einstein Chatbot for auto case creation and responses to the customers. HCL implemented the Salesforce shield for encrypting customer sensitive information along with multiple solutions using Salesforce Marketing cloud

**Benefits:** HCL solutions had improved the customer Service Rep efficiency, setup automated communication to the customers and made customer onboarding swift.

# About HCL

HCL Technologies is a \$9.94 Bn multinational technology firm that helps global enterprises scale digital through our in-house IPs, accelerators, partnerships, and industry-leading talent pool. With a worldwide network of R&D, innovation labs and delivery centers, and 150,000+ Ideapreneurs working in 46 countries, HCL provides end-to-end digital transformation services to leading enterprises across industries, including 250 of the Fortune 500 and 650 of the Global 2000.

As a Gold Consulting Partner for Salesforce, HCL helps global enterprises accelerate business transformation on the cloud by offering an integrated approach that covers people, processes, technology, applications, and data. Our end-to-end service offerings backed by the Fenix 2.0 delivery model, help you accelerate implementation and achieve the full potential of Salesforce solutions to reshape business experience, reimagine organizational and execution agility and reinvent your technology stack.

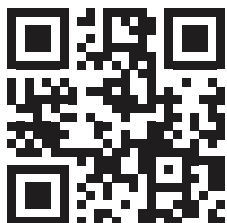
For any queries, please write to [digitaltransformation@hcl.com](mailto:digitaltransformation@hcl.com)



HCL Technologies (HCL) empowers global enterprises with technology for the next decade today. HCL's Mode 1-2-3 strategy, through its deep-domain industry expertise, customer-centricity and entrepreneurial culture of ideapreneurship™ enables businesses to transform into next-gen enterprises.

HCL offers its services and products through three lines of business - IT and Business Services (ITBS), Engineering and R&D Services (ERS), and Products & Platforms (P&P). ITBS enables global enterprises to transform their businesses through offerings in areas of Applications, Infrastructure, Digital Process Operations, and next generation digital transformation solutions. ERS offers engineering services and solutions in all aspects of product development and platform engineering while under P&P. HCL provides modernized software products to global clients for their technology and industry specific requirements. Through its cutting-edge co-innovation labs, global delivery capabilities, and broad global network, HCL delivers holistic services in various industry verticals, categorized under Financial Services, Manufacturing, Technology & Services, Telecom & Media, Retail & CPG, Life Sciences, and Healthcare and Public Services.

As a leading global technology company, HCL takes pride in its diversity, social responsibility, sustainability, and education initiatives. As of 12 months ending on March 31, 2020, HCL has a consolidated revenue of US\$ 9.94 billion and its 150,000+ ideapreneurs operate out of 46 countries. For more information, visit [www.hcltech.com](http://www.hcltech.com)



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