Migration to the Salesforce Cloud Enables Holistic Customer View and Reduced Costs

The client is a network of dedicated professionals across the U.S. and Canada providing homeowners with interior-design guidance, from creative inception to meticulous installation. Desiring an integrated 360-degree view of its customers, but challenged by disparate, isolated business systems, the client looked to Infogain to help them overhaul the existing environment to design an architecture to sustain their future growth and expansion plans.

KEY BENEFITS

- Integrated, holistic customer view
- Consistent data and reporting for stronger decision-making
- Reduced costs of ownership
- More manageable systems environment
- More stringent standards-based business processes

INFOGAIN BUSINESS DIFFERENTIATORS

- IT leadership
- CIO-led Salesforce practice team
- Proven dual-shore delivery model
- Flexible resource model
- Objective insight
- 20+ years of integration experience

Business and Technical Challenges

The client has a 25-year history of serving its customer base with service excellence through its network of experienced professionals. However, their underlying systems environment posed a critical business hurdle for them as they struggled to get a clear picture of its customer base and satisfaction levels.

On the technical front, the environment was made up of myriad disparate business systems with non-integrated data silos and business processes. In fact, Infogain had been providing Managed Services for a number of these systems. The client was ready to undergo a major overhaul—incorporating a full replacement of all non-integrated business systems, excluding financials.

Infogain Approach

As the managed services provider for the existing Pivotal CRM and custom Microsoft SQL Server-based applications, Infogain first developed a strategic IT plan for the client, which addressed the limitations of the existing application environment. This then enabled the client to map out a proposal to convert its environment to the SFDC cloud—including Salesforce Service Cloud, Salesforce Sales Cloud and Salesforce PRM.

Solution & Scope of Work

Infogain built a mix of standard and custom Salesforce functionality that supports the complex business environment that is central to the client's core business.

- Strategic IT assessment
- Comprehensive business process requirements

- Cloud-based Salesforce solutions (standard and custom)
- Heroku-based portals for extended Installer community

Key Benefits

In addition to delivering a holistic customer view for the client, which was not possible with its existing environment, the new architecture provides a lower-cost, more easily maintainable set of solutions which can meet the future business models CDI envisions.

The client's new systems environment will also require a more rigorous standards-based set of business processes, providing consistent data and reporting as the basis for more effective executive decision-making.

Why Infogain?

Having been its AMS partner, Infogain had established a deep understanding of the existing system infrastructure and developed strong relationships with the client team.   This coupled with our extensive experience with Salesforce solutions, including implementation, configuration and administration expertise; APEX and Trigger development; and, Custom Objects development for key business requirements made Infogain the ideal partner to help the client migrate to the cloud.

- It leadership experience
- 20 years of integration experience
- Custom solution to solve custom problems
- Package solutions for standard problems
- Proven Dual-shore delivery model

About Infogain

Established in 1990 in Silicon Valley, California, Infogain delivers end-to-end solutions through valuable strategy development, consulting services and highly skilled engineering execution. With worldwide delivery capabilities in ERP, SOA and Enterprise Integration, SaaS and Cloud Computing, Business Intelligence, Mobility, Portals and CRM, we have developed deep industry expertise through our engagements in Retail, High Tech and Insurance among others.

An ISO certified and an SEI-CMM level 5 compliant organization with global delivery centers in New Delhi and Pune in India, Infogain specializes in JAVA, integration and the full Oracle stack, including database, middleware and applications such as Oracle Knowledge, Oracle E-Business Suite, Siebel, Oracle Fusion and Oracle Retail.

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