

# TECHNICAL BRIEF: Salesforce Solutions



## TECHNOLOGIES AND APPLICATIONS

Salesforce CloudCraze, Steelbrick CPQ, InRiver, Avalara, Conga Composer

### BUSINESS CHALLENGE: SCALE E-COMMERCE FUNCTIONALITY

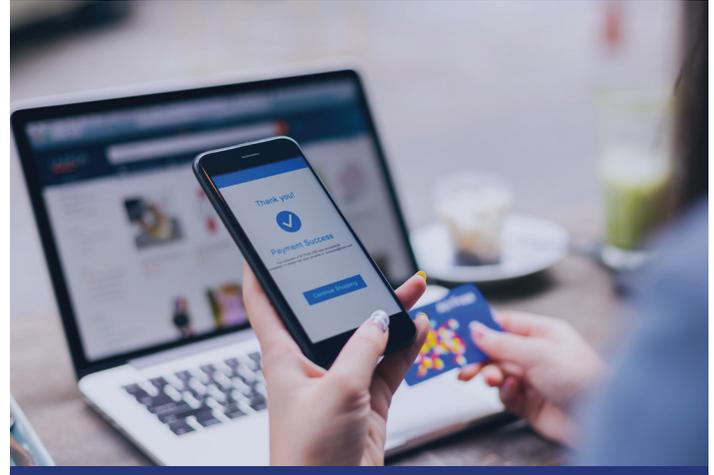
A \$13 billion international manufacturing company needed to scale its business-to-business e-commerce accessibility by migrating to the Salesforce CloudCraze platform. The market popularity of this solution created a supply shortage for quality US developers and architects, limiting the speed-to-market and scope of the plan. To meet or exceed their innovation and customer service goals required expanding the team globally while adhering to internal processes and controls.

### DEVELOPMENT APPROACH

SMC Squared's Bangalore-based Global Insourcing Center assembled a ready-to-go team of developers, QA analysts, project managers, and solution architects. Together with their US counterparts, they created a two-phase implementation plan that satisfied the expectations, concerns, and priorities of key stakeholders. First, the teams focused on decommissioning strategies for the existing platform that would minimize impact and downtime. Then they created a migration path that would protect historical transactional data while implementing new functionality to leverage the full potential of CloudCraze within their IT ecosystem.

### STRATEGY & RESULTS

With CloudCraze successfully launched, the company has implemented sales automation processes that help prevent revenue leaks and enhance order tracking systems. Additionally, customer loyalty has increased, along with associated satisfaction and revenue performance. Future projects are being planned that incorporate the SMC Squared team, including a mobile storefront, couponing system, and AI-powered chatbots.



## TECHNOLOGIES AND APPLICATIONS

Salesforce CommerceCloud, Eclipse, Business Manager, SiteGenesis

### BUSINESS CHALLENGE: MIGRATION TO UPGRADED PLATFORM

A \$150 million San Francisco Bay Area retailer with both online and brick-and-mortar storefronts needed to consolidate and upgrade several properties on the Salesforce CommerceCloud platform. Post-launch, ongoing maintenance releases in two-week sprints were also planned. However, competition for limited local IT development expertise and resources significantly constrained the initiative.

### DEVELOPMENT APPROACH

The company globally expanded its development resource footprint through SMC Squared's Global Insourcing Center in Bangalore. They pulled in a team of six India-based experts for project management, development, and ongoing quality assurance. Working in seamless coordination with the local team in San Francisco together they developed and executed a plan to convert two sites to CommerceCloud. Additionally, they included a significant data cleansing operation during the conversations and upgrades.

### STRATEGY & RESULTS

Within six months the company upgraded and launched the new portfolio of sites. This eliminated the old code base which was causing a drag on overall efficiency. Now, with a newly implemented sprint process in two-week cycles, maintenance builds, along with the strategic rollout of incremental features and functionality, help to routinely achieve revenue goals.

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## TECHNOLOGIES AND APPLICATIONS

**Salesforce MuleSoft API development, platform management, delivery enablement, production support**

### BUSINESS CHALLENGE: MODERNIZED GLOBAL ACCESS TO DATA

Moving from multiple disparate databases to a single enterprise resource planning system(ERP), this international environmental solutions company needed to modernize access to critical information in a decentralized way. A democratized use of available data was critical for improving efficiencies, accelerating innovation, and empowering field-based teams to exceed customer expectations.

### DEVELOPMENT APPROACH

Salesforce MuleSoft was chosen as the centralized application programming interface (API) platform to provide a gateway for global application teams to access and leverage all relevant data. DevOps and other automation practices were established for low-risk democratization of API development. A scrum methodology enlisted business analysts and local architects to ensure an integration design supported the security, reliability, and accuracy requirements for data provided to the field-base teams. APIs were developed as reusable components to address immediate needs and downstream consistency as a source of truth for future designs.

### STRATEGY & RESULTS

Salesforce MuleSoft was migrated to a cloud-based platform, helping to reduce the total cost of ownership. APIs were launched in conjunction with the ERP implementation to provide uninterrupted field support to meet global customer needs. Newly established practices have reduced human touch, improved stability, and increased overall reliability to the production environment while shortening the API lifecycle.



## TECHNOLOGIES AND APPLICATIONS

**Salesforce Lightning, Service Cloud, Thunder, Einstein Analytics, Jitterbit, CloudLingo, Skuid, Dataloader.io**

### BUSINESS CHALLENGE: MIGRATION TO UPGRADED PLATFORM

This Fortune 500 global technology and services company needed to upgrade from the Salesforce classic application to the Lightning platform with minimal impact to business processes and users. A mobile-first technology vision throughout the company made the migration even more of a priority. Integrating specific features such as Einstein Analytics and Thunder into the development process was also essential for capitalizing on the full potential of the Lightning investment.

### DEVELOPMENT APPROACH

This migration project was designed for a multi-phase deployment and initiated with an in-depth analysis of the existing environment, identifying both opportunities and potential issues. Working alongside local internal IT resources, SMC Squared recruited a 12-person global team with a wide range of expertise. All had relevant Salesforce certifications along with advanced credentials within their specific domain.

### STRATEGY & RESULTS

The phased approach enabled a strategy for some of the team to be assigned to correcting urgent issues while the others created the framework for longer-range goals. This path forward included business process workshops to identify goals and success criteria which enabled formulating a plan that would have minimal impact on day-to-day operations. The new user interface and added automated functionality is saving significant time and effort so the services and marketing teams can focus on gaining and servicing customers.