Aiprus Capability Presentation

Salesforce Capabilities

June 2022

Agenda

- Corporate Brief
- Salesforce As A platform
- Our Services & Capabilities
- Our Team
- Our Differentiators
- Our Case Studies

Corporate Introduction

Establishment
- Founded in Mar 2021
- Part of Anagha InfoTech (Founded in 2008)
- Employee: 45+ People
- Revenues: INR 3+ CR
- Offices: India (Jaipur and Gurgaon) and USA (Texas)
- IT Consulting Service Areas:
  - Staff Augmentation & Hiring Consulting
  - Managed Services
  - Product Engineering

Expertise
- Staff Augmentation
- Product Implementations
- Application Development and Maintenance
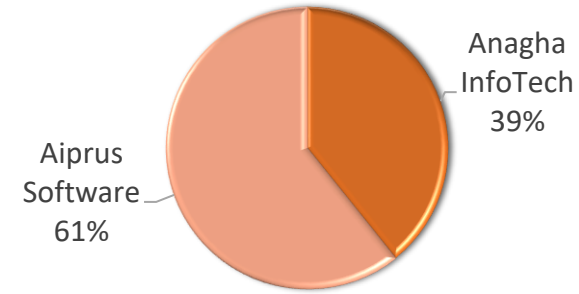- Mobile Development
- Quality Assurance

Experience
- Worked for 20+ Clients; 80 Projects Completed
- Product Implementation & POC's:
  - CRM: Salesforce, Oracle Siebel, Pega
  - ERP: SAP, Oracle
  - ITSM: ServiceNow, BMC Suite
- App. Modernization, Development & Maintenance:
  - Java & IBM Stack
  - Microsoft Platform
  - MEAN & MERN Stack
  - Cloud Technologies - AWS, Azure
  - Mobile: iOS, Android

Product Engineering
- Constant Product Development culture
- Product development in progress:
  - Salesforce based Intranet
  - POS System
  - Open Stack Intranet

Revenue Streams

- Anagha InfoTech 39%
- Aiprus Software 61%

OEM Partners
amazon web services
ORACLE PARTNERNETWORK
salesforce
SAP® PartnerEdge®

Global Partner Network
Sunsoft Services Inc
Bright Horizons
ISR Info Way
vServe IT Inc.
NAM
HEXAFORCE
InfoKeysInc
ITSUS

Direct Client Base
aao nri
inputZero
Gong cha
cyan melon School of Music
I-O2

In-Direct Clients
ptc
VOLVO
Govt. Projects

Our Services

1. Professional Services: Staff Augmentation

- Java & IBM Stack
- Microsoft Platform
- ITSM – BMC, ServiceNow
- CRM – Salesforce, Siebel,
- MS Dynamics
- MEAN & MEAN Stack
- Mobile Development
- Cloud Technologies - Google Cloud, AWS, Azure
- Project Management

2. Managed Services

- Application Development & Maintenance
- Product Implementation
- PLM & Product Upgrades
- Platform Modernization
- PoC's & Custom Development

3. Product Engineering

- Online Learning Management System
- Intranet System for Stat-Ups
- POS System

4. ABCD

- AIML: Tensorflow, Torch, Keras or Caffe
- Blockchain: Ethereum, Hyperledger, BigchainDb
- Cloud Migration: Google Cloud, AWS
- Data Analytics & Science: SAS, R, Python, NoSQL, Hadoop

Our Capabilities Map

COTS Products

Platforms & Technologies

MICROSOFT TECHNOLOGIES

Cloud & DevOps

Salesforce As A Platform

Scalability & Customization	Multitenant architecture	Partner ecosystem
Security	The advantages of Salesforce cloud apps	Packed with features for market and salespersons

Salesforce Core Products

Sales Cloud	Service Cloud	Marketing Cloud	Commerce Cloud	App Cloud	Einstein Analytics	Community Cloud	IoT Cloud
Sell smarter and faster with the world's #1 CRM solution.	Support every customer. Anytime. Anywhere.	Create 1-to-1 customer journeys across the customer lifecycle.	Personalize online and in-store shopping experiences.	Build apps fast. Build business faster.	Get analytics on any data, from any device.	Reimagine customer, partner, and employee engagement.	Rethink the Internet of Things.

- Aiprus Software have desired team with in-depth expertise across Salesforce portfolio - **Sales Cloud, Service Cloud, Marketing cloud, Custom Cloud, Financial Force, Chatter, Force.com, Wave Analytics, Lighting Bolt & Einstein for Artificial Intelligence**

- **Our Team have Architected** Solutions for Healthcare, Travel & Hospitality and Manufacturing domains

- **We follow Agile development methodology** to ensure rapid development & constant customer involvement to validate quality & direction

Salesforce Platform

- **Aiprus Software have done right investments to adopt low-code platforms; like Salesforce to develop technical and consulting capabilities.**
- **We are omni-present in all areas of Salesforce and rapidly increasing their teams to support client demands and solutions.**

Salesforce Customer 360
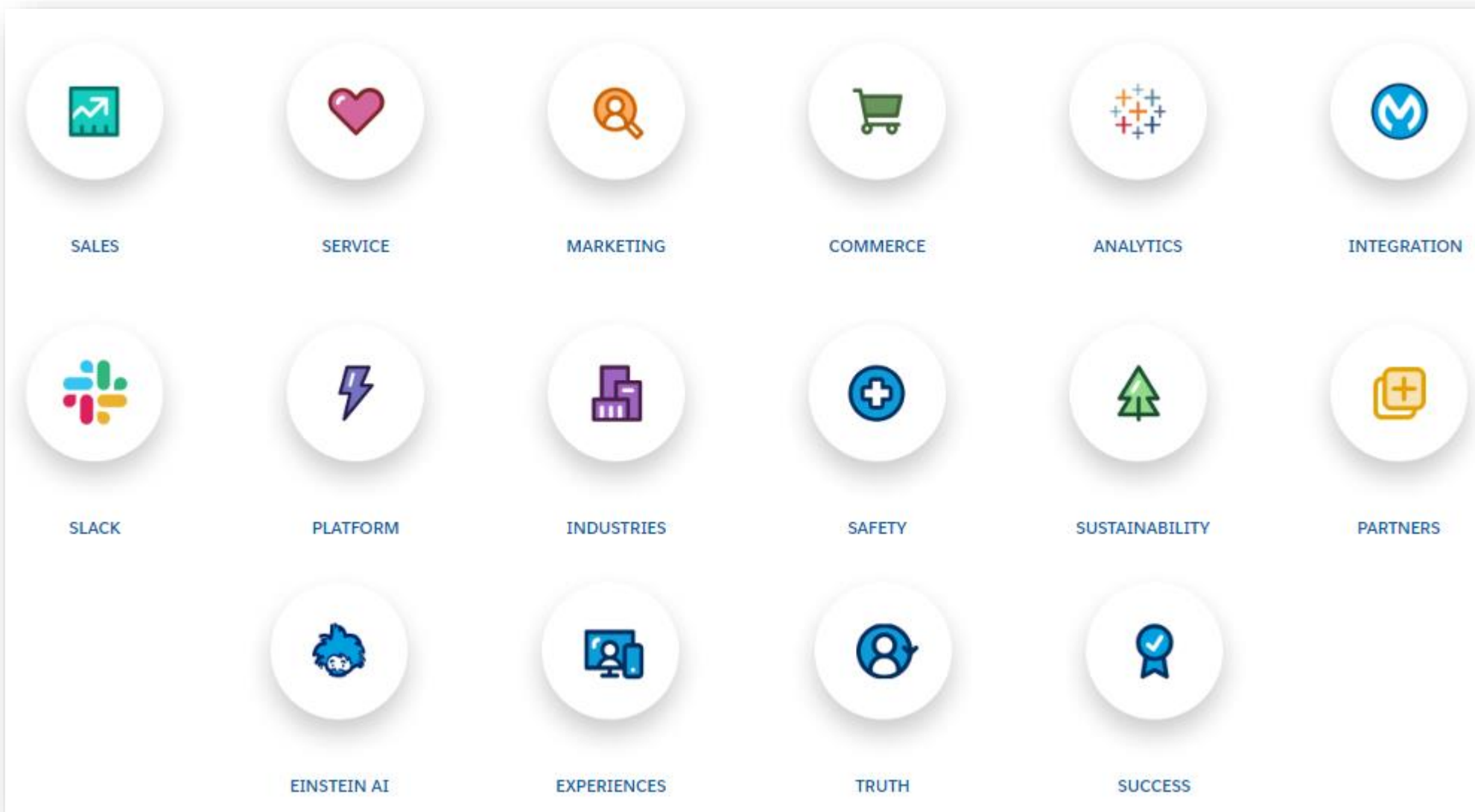
- We have full capabilities on customer 360.
- We implement it to unite all teams around the customer, which brings sales, service, marketing, commerce, IT, and analytics together through digital workflows that power your digital HQ.

Our Salesforce Services & Capabilities

Consulting & Product Migration

Design, Development, Testing

Application Support & Upgrade

Performance Tuning

Our Salesforce Capabilities

Consulting | Migration

1. Product Consulting

2. Legacy Migration

3. Prototyping & MVP Development

4. Implementation Approach

5. Mapping Business Processes With Salesforce Processes: Challenges and business goals; Quantifiable success goals)

Development | Deployment | Integration

1. Product Architecture Design service

2. UI/UX Design Service

3. End-to-end software product development

4. Software Product Testing

5. Product Adoption

Support/Maintenance/Upgrade

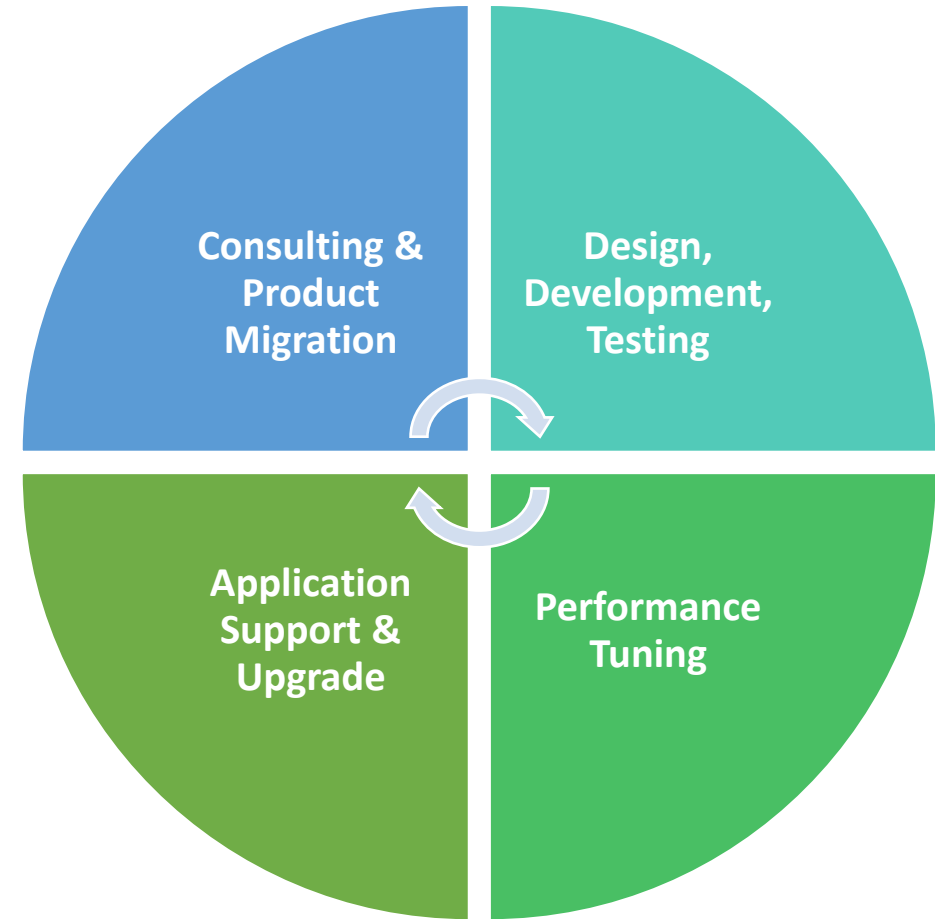1. Level 2 & Level 3 Application Support

2. Product Upgrade & Life Cycle Management

3. Quick Enhancement & Agile Development

4. Solution Onboarding within Organization

5. Organization Compliance & Security

Performance Tuning

1. Assessment: Health Assessment Report while focusing on key areas of platform performance (data quality, sandbox architecture, triggers, apex etc.)

2. Identification: Key areas of improvement & best practices adoption/OOB Adoption

3. Salesforce Performance Assistant & Salesforce Optimizer

4. System Monitoring & Enhancements

5. Performance Testing

Our Salesforce Solution Landscape

Business Process Solutioning

Customer Portal

Partner Portal

Website Integration

Issue/ Incident Management Portal

Community Portal

Marketing Integration

Custom Apps

Assessment
Enhancing Overall Health & System Performance

Consulting
Creating Roadmap for Implementation

Implementation
Delivering (Development & Deployment) with Quick Turn-around Time using Lightening Bolt

Integration
Connecting Applications to Salesforce

Migration
Improving Efficiency by Moving to Cloud

Support
Making Salesforce Investment Successful

End To End Implementation Approach
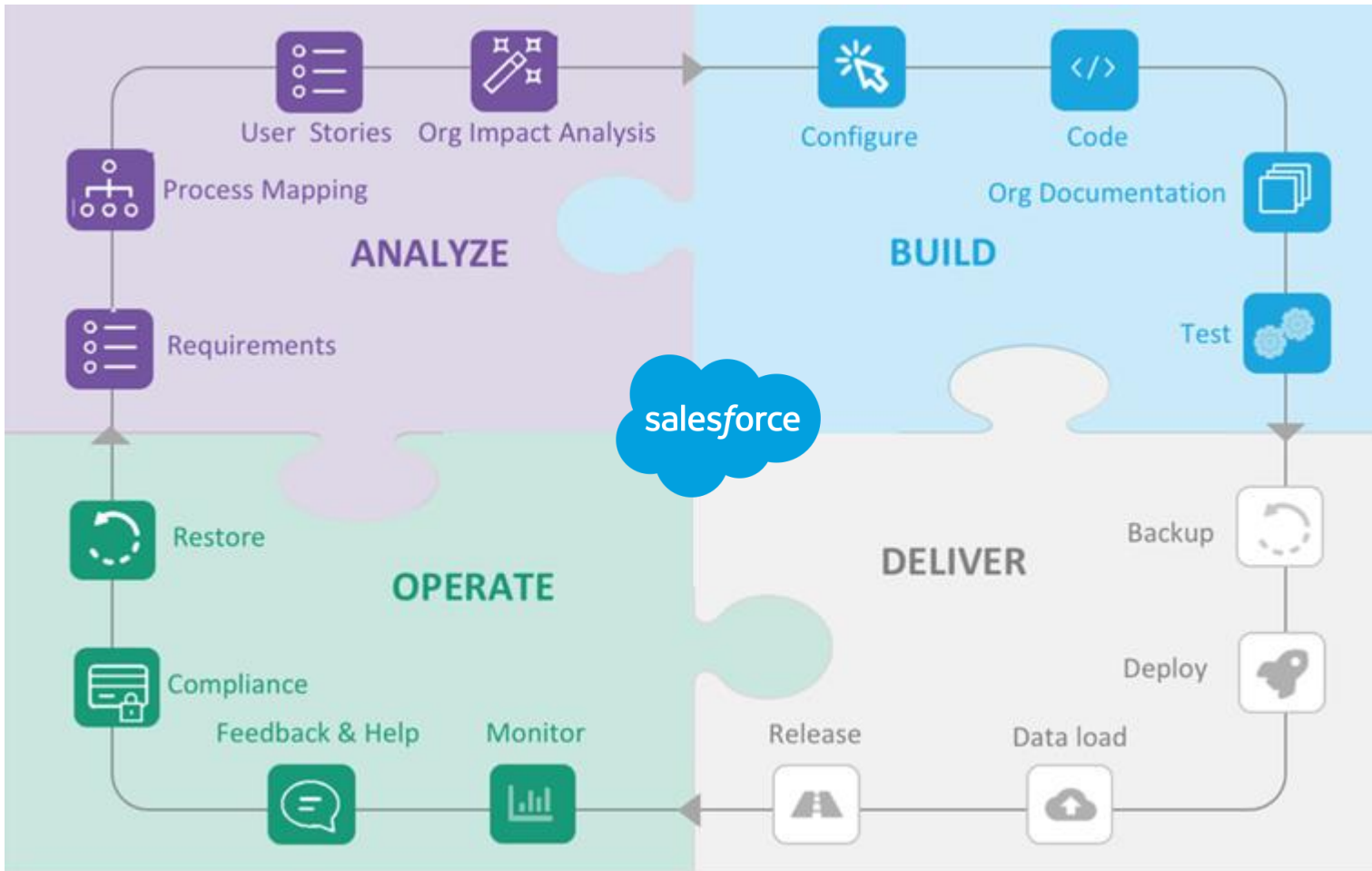
We provide End – To – End Implementation Services:

- **Analysis Phase:**
  - Understand customer's business objectives, needs and success criteria for implementation.
  - We work with business to capture in-detailed requirements.

- **Build Phase:**
  - We configure the systems; per the requirements and keep taking customer's feedback while making MVP releases.
  - With an objective of quick feedback, lightening implementation, we keep on releasing the incremental builds and taking customer feedbacks.

- **Deliver Phase:**
  - We follow incremental delivery model; while ensuring product adoption by users. Hence, releasing MVP's and onboarding users. We provide desired training and reference material to the end-users to facilitate their onboarding.

- **Operate Phase:**
  - We provide L2, L3 support to resolve any operational issues; while following ITIL guidelines. We do necessary upgrades, as conduct all PLM activities as desired.

Integration Capabilities

Custom Integration Design

Integration using Restful APIs

Integrations with third-party tools

Integrations with ERP Systems

Managed Support Offerings

Active Monitoring: Monitor Salesforce implementation, identify areas of improvement, recommend courses of action, develop best practices, and create an improvement plan

Ongoing Maintenance: Provide on-going maintenance and support for applications by working on enhancements & change requests

Persistent Administration: Continuous administration & maintenance including user management, security management, standard & custom object maintenance, data management, and package maintenance

Help Desk Trainings: Comprehensive training & help desk support services to ensure high end-user adoption

Automation:
- Cost Savings
- Efficiency Improvements

Product Support & Upgrade
- Application Maintenance & Support
- 24x7 L1, L2, L3 Support
Preventive

Service Level Adherence:
- Mean Time To Respond
- Mean Time To Resolve
- SLA Revisions
Backlog Reduction

Ticket Management:
- Incident, Problem, Change & Release Management
- Emergency Change Management

Service Excellence:
- Customer Delight
- Survey & Feedback Management

Our Team

Salesforce Expertise

Projects: 5

- 40% Consultants with architect and consultant level certifications
- In-depth expertise across Salesforce portfolio - **Sales Cloud, Service Cloud, Marketing cloud, Custom Cloud, Financial Force, Chatter, Force.com, Wave Analytics, Lighting Bolt & Einstein for Artificial Intelligence**
- **Architected** Solutions for Healthcare, Travel & Hospitality and Manufacturing domains
- Agile development methodology to ensure rapid development & constant customer involvement to validate quality & direction

Salesforce Team

Legend:
- Developer
- Senior Architect
- Release Manager
- L1 Support
- L2 Support
- Salesforce + Service Max
- Salesforce + Web Services
- Salesforce + Marketo

Pie chart values: 44%, 12%, 4%, 4%, 16%, 8%, 4%, 8%
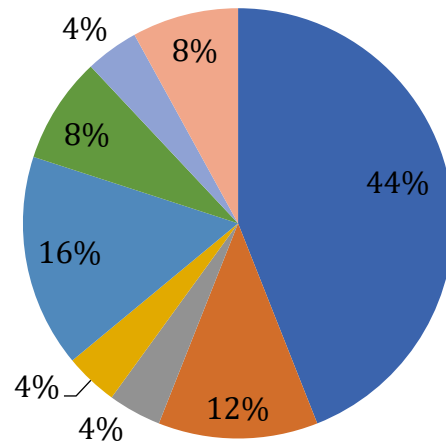
Certifications

Legend:
- Dev 401
- ADM 201
- Force.com Developer
- Sales Cloud Consultant
- Service Cloud Consultant
- ServiceMax Administrator
- Platform App Builder
- Advanced Administrator
- Administrator
- Platform Developer I

Pie chart values: 19%, 19%, 6%, 13%, 9%, 3%, 3%, 3%, 3%, 22%
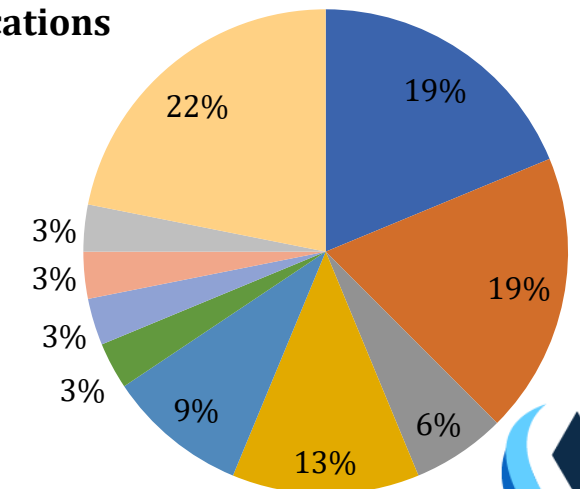
Differentiators

Key Salesforce Delivery Differentiators

Salesforce Implementation Excellence

- Experienced Team
- Value Adding Consultants
- Skilled Salesforce & related technologies Team

Methodologies

- Agile development powered by experienced people, processes and tools
- Product Implementation Mindset while managing and executing the project

Best Practices Adoption

- Proven methodologies, reusable methods, accelerators & other assets to accelerate Salesforce implementations & mitigate risk
- Usage of Best Practices through-out implementation

Ownership

- Delivery Ownership
- Customer Success

Case Studies

Case Study 1: Platform Migration To Salesforce

Engagement Summary

✓ USA based software organization.
✓ Implementation project on customer360 for their Sales, IT and Business Operations Teams

Challenges

✓ Client has the most robust Internet of Things (IoT) technology in the world. Their leading IoT and AR platform and field-proven solutions bring together the physical and digital worlds to reinvent the way you create, manufacture, operate, and service products.

✓ Key Challenges:
  - ❑ Digitization and automation
  - ❑ Personalization
  - ❑ Connecting various small teams into one workflow
  - ❑ Connections with Social Media, Mobile, Analytics, IoT, AI etc.

Solution
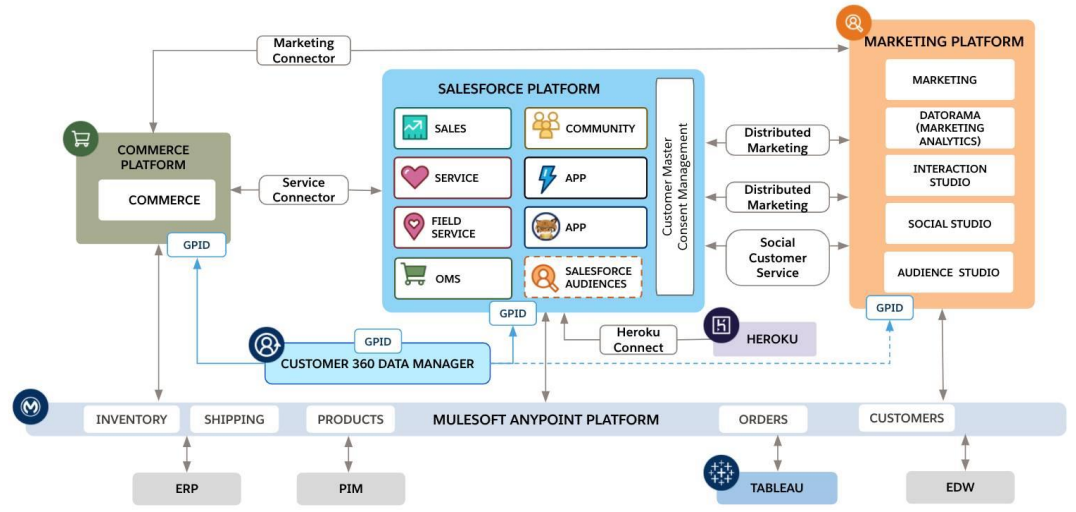
✓ A complete customer360 implementation; per Salesforce guidelines.
✓ Application Consolidation and adoption to above standard architecture.
✓ Common Business and Sales Support processes
✓ Iterative and incremental development model

Results

✓ Customer360 implementation
✓ Notification and alerts-based workflow
✓ Custom Approval Matrix
✓ Configurable Product Catalog (Or Offering Sections)
✓ Scalable Support Processes
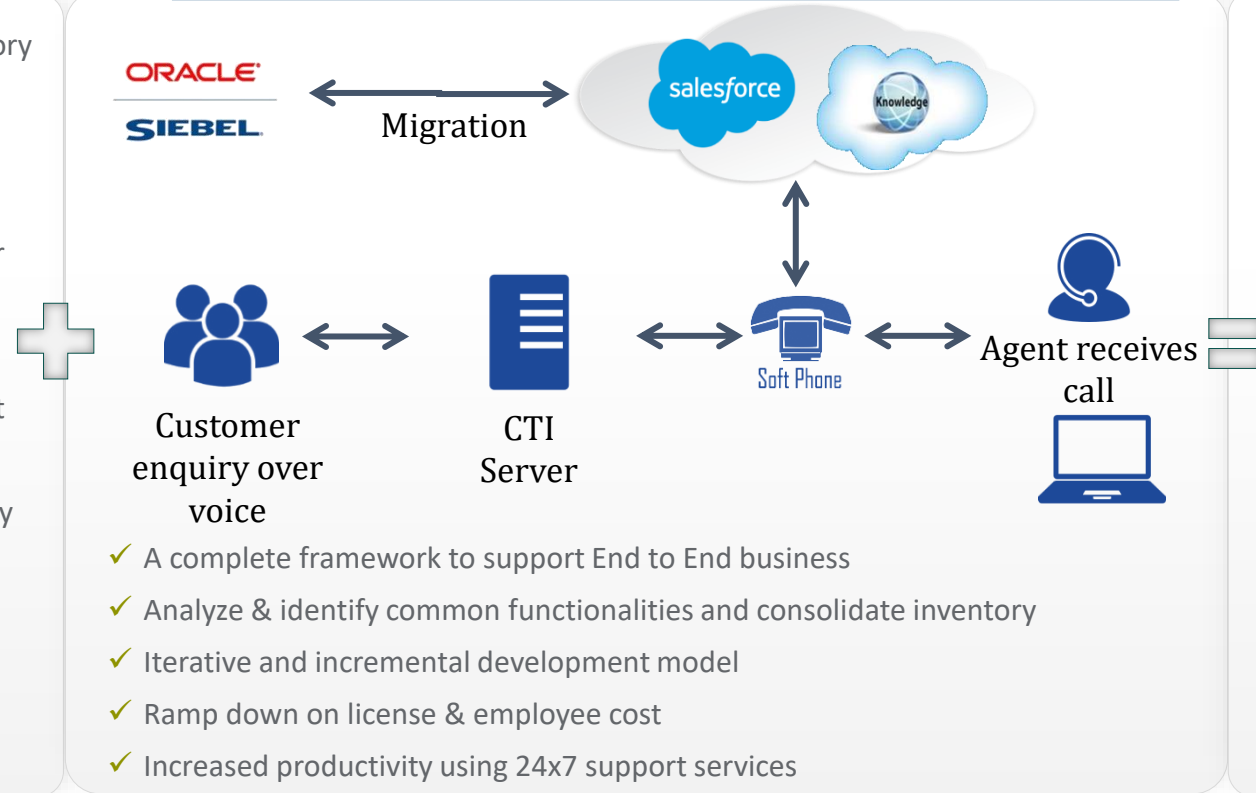
Case Study 2: Platform Migration To Salesforce

Engagement Summary

- ✓ Europe based global manufacturer; uses Oracle-Siebel as CRM from past 15+ Years for their post sales CRM needs.
- ✓ Migration Project from Oracle Siebel to Salesforce Service Cloud

Challenges

- ✓ New market demands and regulatory requirements are underserved by existing legacy systems
- ✓ A strong demand for Next Generation core CRM platforms for sales, support and dealers:
  - ❑ Timeline and Cost pressures
  - ❑ Business Change Management
  - ❑ Like-To-Like Migration
  - ❑ migrate ~3K clients from legacy CRM platform to Salesforce
  - ❑ Automate client onboarding
  - ❑ Reduce IT expenditure

Solution

ORACLE SIEBEL → Migration → salesforce / Knowledge

Customer enquiry over voice ↔ CTI Server ↔ Soft Phone ↔ Agent receives call

- ✓ A complete framework to support End to End business
- ✓ Analyze & identify common functionalities and consolidate inventory
- ✓ Iterative and incremental development model
- ✓ Ramp down on license & employee cost
- ✓ Increased productivity using 24x7 support services

Results

- ✓ Replacing Siebel CRM, TBA workflow, CS Pro, TeamSite, Oracle RightNow Chat with Salesforce
- ✓ Multichannel UI enablement
- ✓ Softphone usage enablement
- ✓ Client onboarding time reduction from 250 to 50 hours
- ✓ Knowledge Management Portal built on Salesforce

Case Study 3: Greenfield Salesforce Implementation

Engagement Summary

- ✓ USA based service organization; want to implement Salesforce and Advologix for their Legal operations
- ✓ Greenfield Implementation Project on Salesforce Commerce Cloud and Advologix

Challenges

- ✓ A strong need to implement commerce cloud and Advologix for Lawyers, Customers, Attorneys:
  - ❑ Configure the business process into the AdvoLogix application
  - ❑ Load legacy data
  - ❑ Set up business process for Matter and Task assignment
  - ❑ Configure email communications
  - ❑ Sandbox build and development for standard AdvoLogix Matter Management functionality.

Solution

- ✓ Enable Shield Platform Encryption
- ✓ 2 factor authentication
- ✓ Outlook integration using Office 365.
- ✓ Field History Tracking
- ✓ Customizations for custom fields for Matter, Accounts, Contact & Participants
- ✓ Custom Workflow Development
- ✓ Reports and Dashboards

Results

- ✓ Encrypted & Custom Salesforce based solution
- ✓ Integration with all internal tools and applications
- ✓ Zero Post Delivery Defects
- ✓ 100% User Adoption
- ✓ 100% Email configuration-based communication solution

Why Aiprus Software

THANK YOU

Queries & Enquiries Welcome!
E-mail: **sales@aiprus.com**
Web: **https://aiprus.com/**