

DATA CLOUD WITH SALESFORCE AND SIMPLUS

Salesforce Data Cloud is the leading data epicenter for the seamless integration of your customer data across systems and easy but secure data accessibility for further analysis, personalization, and automation. Data-driven decision-making and growth strategies are born with the power of Data Cloud behind you.

By capturing, consolidating, and putting your data to work, Data Cloud creates a single customer profile for each customer that can be leveraged by sales, service, marketing, commerce, partners, and so on. Better yet, it's supported by AI and GPT innovations to bolster automation and customization quickly.

CUSTOMER DATA—MADE EASY AND POWERFUL

Right Time & Reach with Additional Out-of-the-Box Connectors

Predictive & Gen AI for Democratized Data Insights

Deep Integration with the Core Salesforce Platform CRM

Data Management to Enrich, Manage, & Govern Access to Platform Data

Identity & Profile, Including Account Unification & Consent Reconciliation

DATA CLOUD: A MULTIFUNCTIONAL SOLUTION



VALUE PROPOSITIONS

- Enhanced customer insights and personalization
- Real-time decisioning
- Efficient marketing and advertising
- Elevated utilization of generative AI



BUSINESS THEMES

- Enhanced operational efficiency
- Near real-time segmentation and activation
- AI-powered insights driving customer engagement
- Complete customer 360-degree view
- Data privacy and compliance



OUTCOMES

- Greater drive for customer growth
- Increased customer loyalty
- Proactive and personalized customer engagement
- Improved campaign efficiency and effectiveness

SUPERCHARGE YOUR DATA CLOUD

With Simplus and Infosys, you can leverage a Data Cloud implementation in conjunction with iDSS, the Infosys Data Services Suite. iDSS is the **comprehensive data management solution** for legacy modernization and enterprise revolutions, supporting your organization through data extraction, validation, transformation, upload, and reconciliation.



5-25%
productivity gain
for profiling



100% accuracy



35% validation
effort reduction



15-25% effort savings
from cleansing/
enrichment



140% effort
savings from auto
extraction

ARE YOU DATA CLOUD READY? OFFERINGS TO SUPPORT DATA READINESS



Advisory Offerings

- Data Cloud Prestudy & Value Discovery Framework
- Data Cloud Adoption Strategy
- Data Cloud Readiness Assessment
- Use Case Repository



Consulting & Data Offerings

- Proof of Concept for Fitment Analysis
- Build Data Dictionary of all Data Sources & Data Quality Assessment
- C360/Salesforce CDP to Data Cloud Migration Roadmap
- Data Mapping Accelerator



Insights & Analytics

- Handbook of Industry Standard KPIs



Implementation & Support

- Data Migration & Consolidation
- Maintenance, Enhancements & Production Support
- Multi-Org CDP and Marketing Cloud Consolidation
- Fixed Scope - Fixed Price Offering Packages



Change Enablement and Sustainability Offerings

- OCM/Data Strategy and Analysis
- AI Change Readiness and Adoption
- Communication and Engagement
- Data integrity and Training & Enablement

WHY BTS?

Business Transformation Services (BTS) is part of the Infosys Salesforce practice, dedicated to strategic advisory, consulting, and architecture capabilities to deliver accelerated value from technology, process, and people investments. BTS drives transformational programs forward by leveraging the power of the Salesforce platform and supporting ecosystem into real-world scalable solutions while providing an end-to-end vision and journey of the technology and process change landscapes needed to support front-to-back office program success. BTS boasts expertise across Salesforce enterprise products, works in all major industries, and extracts key objectives to deliver customer-specific value for enterprise transformation programs.