

## OUR VALUE DRIVERS



### EXPERTISE AND CAPACITY

Experience implementing advanced AI features on efficient timelines to optimize client ROI.



### HUMAN-CENTRIC DESIGN

Create intuitive designs to enhance the use of AI tools to solve complex problems for employees and customers.



### INNOVATION

Exploring and applying AI use cases to unlock new opportunities for client success.

**Looking for your Agentforce multiplier?** Business Transformation Services (BTS), by Simplus and Infosys, understands how to unlock the potential of AI to ensure a successful Agentforce launch and ongoing interstellar AI journey. With over 150 identified use cases, and 50+ built across Salesforce clouds & industries, BTS supported by the Infosys Cobalt engine is uniquely positioned to ignite your AI journey.

We push the boundaries of what is possible with Salesforce's AI capabilities. By exploring **innovative use cases** and applying cutting-edge solutions, we help businesses harness the full potential of AI to **drive growth, optimize strategies, and enhance customer relationships.**

Keep reading to discover which of our AI Launchpads is right for your business—what best fits your current needs? Will it be a "LiftOff", a "Spark", or a "Data Catalyst"?

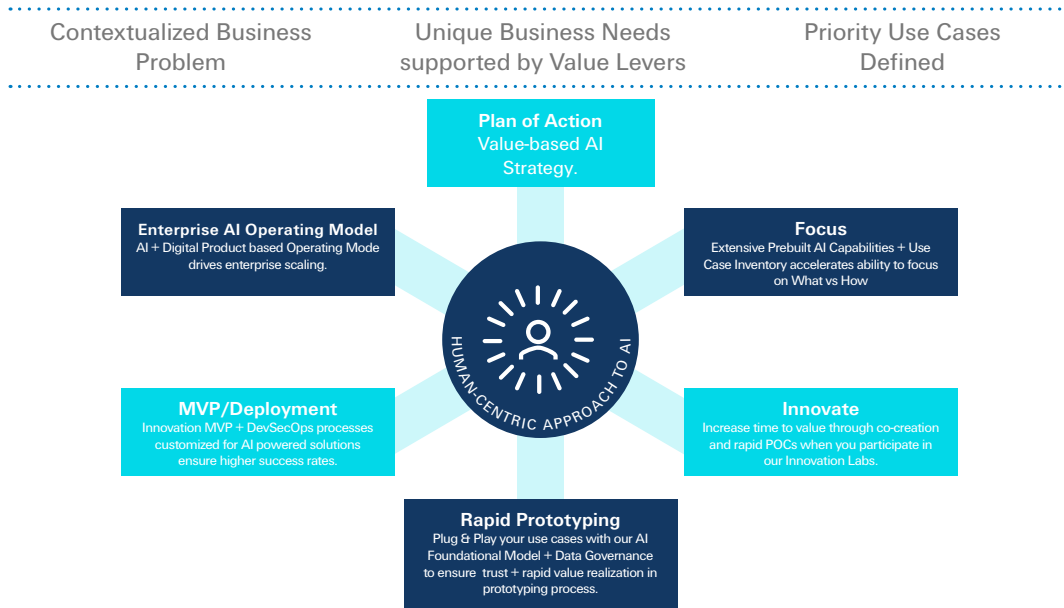
## HOW IT WORKS

We partner with our clients throughout the innovation process to ensure success from start to finish. Our AI Strategy Process, coupled with our prebuilt use cases, guides our clients through their AI journey.



# STEP 1: SAY "YES" TO OUR AI STRATEGY PROCESS

## DEFINED AI STRATEGY PROCESS CLIENTS



# STEP 2: SELECT THE RIGHT AI LAUNCHPAD TO FUEL YOUR HYPERGROWTH

## OPTION 1: AGENTFORCE LIFTOFF

Bring Your Own Use Case (BYOUC) or select one from our repository.

### PREDEFINED USE CASES

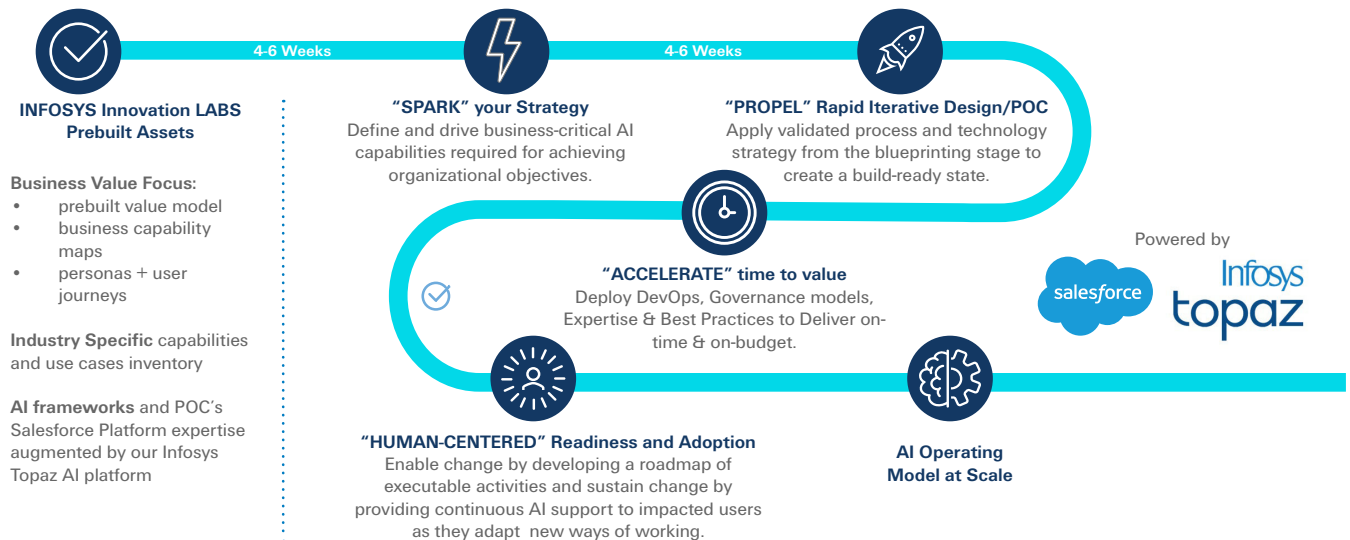
Liftoff your Agentforce expedition with a predefined use cases from Infosys Innovation Labs or BYOUC

3-5 WEEKS

- 1 predefined use case
- 1 Agent with up to 2 topics
- 1 RAG Agent (Salesforce Data Only)
- 2 standard actions & 1 Custom Action (No Integration / Authentication)
- Value Proposition for defined use case
- Accelerator Framework for additional Agent build & deployments

## OPTION 2: AI SPARK

Before you propel and accelerate towards a scalable operating model.



## OPTION 3: DATA CATALYST

Data Cloud Pre-study serving as a catalyst for grounded AI solutions.

### OBJECTIVES

**Strategic Alignment:** Ensure that the Data Cloud and AI strategies are in perfect alignment with your business objectives and visions.

**Evaluate the Current Data Landscape:** Assess existing data infrastructures, identify gaps and uncover opportunities for enhancement.

**Roadmap Development:** Crafting a tailored roadmap that outlines the steps for a seamless and effective Data Cloud and AI implementation and adoption.

### BENEFITS

**Informed Decision-Making:** Arm your business with the insights required to make strategic decisions regarding Data Cloud implementation and grounding Agentforce.

**Risk Mitigation:** Identify potential challenges and risks early in the implementation process.

**Value Optimization:** Maximize the value delivered from your Data Cloud and Agentforce investment through a carefully planned and executed pre-study.

### DELIVERABLES

**Identified Use Cases and Business Value:** A curated list of practical use cases tailored to your business needs, each paired with an analysis of the potential business value and benefits that can be realized through the Data Cloud.

**System and Data Architecture:** A detailed depiction of the proposed system and data architecture, providing a clear vision of how the Data Cloud will integrate with and enhance your existing technological ecosystem.

**Initial Project Plan and Budget proposal:** A strategic project plan outlining the initial steps, milestones, and timelines, accompanied by a comprehensive estimation of the resources and investment required for successful project execution and Data Cloud implementation.

## HOW TO PICK BETWEEN THE THREE OPTIONS

You are a...

### AGENTFORCE LIFTOFF

You are a Salesforce customer who has already identified strategic sales and service capabilities where AI Agents can be infused and want to quickly drive value and see results.

### AI SPARK

You are an organization that has made some investments into and investigated AI but now wants to see how Salesforce can accelerate the AI journey in your company with a focus on the impact to customers, sales, service, and marketing teams.

### DATA CATALYST

You want to create centralized customer identities across systems and want to ground structured and unstructured data before you start creating Agentic experiences.

Infosys Value

We can help you **swiftly** identify the value drivers of a use case before you invest in deploying your Salesforce AI Strategy and quickly bring it to realization via a rapid POC approach.

We can help you identify **what** AI solutions should be built for business-critical capabilities and how the delivery model should operate for iterative releases starting with a quick Pilot/POC to validate the architecture as well as the promised business outcome.

We will conduct a strategic assessment to **craft** a tailored pathway across identity unification use cases, system and data architecture, laying the foundation for a data-driven revolution serving as a catalyst for grounded AI solutions.

## WHO IS 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 the ecosystem with 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.

*Ready to ignite your AI journey?  
Connect with us today!*



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