

Power your revenue growth with Salesforce solutions

How can Salesforce elevate your business operations and ensure long-term revenue growth?

Salesforce, with its robust suite of cloud-based solutions, serves as a catalyst for elevating business operations to new heights while ensuring long-term success. By centralizing customer data and optimizing processes across sales, marketing, and customer service, Salesforce empowers businesses to enhance efficiency, collaboration, and overall productivity.

Through streamlined sales processes, efficient lead management, and real-time insights, Salesforce enables organizations to capitalize on growth opportunities and drive revenue growth.

Additionally, by offering scalability, automation, and robust security measures, Salesforce mitigates risks, ensures data resilience, and safeguards brand reputation, paving the way for sustained success in today's dynamic business landscape.

Understanding the power of Salesforce

Salesforce

Salesforce, a potent cloud-based platform, transforms business operations by centralizing customer relationships and streamlining sales, marketing, and customer service processes. Acting as a cornerstone for revenue growth, it enhances sales efficiency, optimizes lead management, and leverages customer insights while fostering collaboration and scaling operations effectively.

Product

Salesforce offers a comprehensive suite of products and services that empower businesses to connect with their customers and automate their processes; including:

- Sales Cloud
- Service Cloud
- Marketing Cloud
- Commerce Cloud
- Data Cloud
- Analytics Cloud
- Experience Cloud
- MuleSoft
- AppExchange
- Einstein

Platform Tools

Salesforce offers a variety of tools that enable businesses to build, customize, and deploy applications tailored to their specific needs; including:

- Integration and automation:**
 - APIs
 - Mobile SDKs
 - Salesforce Flow
 - Salesforce Connect
- Development and customization:**
 - Apex
 - Heroku
 - Lightning platform

Industry Specific Solutions



Retail



Financial Services



Travel and Hospitality



Media



Manufacturing



Technology



Public Sector

Benefits

Enhanced sales productivity

Improved customer relationships




Data centralization and accessibility

Advanced analytics and reporting

Collaboration and communication

Scalability and flexibility

Boost revenue through Salesforce

	What business outcome are you looking to achieve?	Applications
 <p>Increase revenue</p>	Streamline sales processes and performance through lead management and opportunity tracking. By enhancing operational efficiency, conversion rates and customer relationships, businesses can capitalize on growth opportunities and ultimately achieve substantial revenue increases.	<ul style="list-style-type: none"> Centralized customer data Efficient lead management Increased sales effectiveness Real-time insights and analysis Marketing automation and tracking Improved marketing ROI
 <p>Optimize costs</p>	Eliminate the need for large upfront investments in software licenses and infrastructure through payment models that enable to scale usage up or down based on demand, thereby avoiding over-provisioning and optimizing resource utilization. Scalability and automation enable costs and process optimization while maximizing return on investment.	<ul style="list-style-type: none"> Consolidated systems Process optimization Tasks and process automation Improved resource allocation Reduced operational costs Lowered IT expenses
 <p>Mitigate risks</p>	Minimize errors and streamline processes through workflow automation, reassure business continuity through disaster recovery, and safeguard data with robust security measures to protect brand reputation, manage risks effectively and maintain operational resilience.	<ul style="list-style-type: none"> Data centralization Data redundancy Data resilience Disaster recovery Data security and compliance Encryption

Maximizing efficiency with Salesforce integration across your industry

From Retail to BFSI, Travel and Hospitality to Manufacturing, industries worldwide are experiencing a paradigm shift in operational efficiency and customer engagement, all thanks to Salesforce integration. By harnessing the power of Salesforce across diverse sectors, businesses are revolutionizing traditional practices, optimizing operations, and driving innovation to unprecedented heights.

Let's explore the diverse applications of these strategies across industries:

	Increase revenue Salesforce use cases	Optimize costs Salesforce use cases	Mitigate risks Salesforce use cases
 <p>Retail</p>	<ul style="list-style-type: none"> Targeted campaigns Loyalty programs Easy shopping experience 	<ul style="list-style-type: none"> Inventory management Orders management Suppliers' management 	<ul style="list-style-type: none"> Fraud prevention Supply chain risk management Security access controls
 <p>BFSI (Banking, Financial Services, and Insurance)</p>	<ul style="list-style-type: none"> Financial recommendations Loan processing Self-service portals 	<ul style="list-style-type: none"> Opportunity management Loan origination Omnichannel service 	<ul style="list-style-type: none"> Fraud detection Disaster recovery Regulatory reporting
 <p>Travel & Hospitality</p>	<ul style="list-style-type: none"> Guest's recommendations Guest interactions Omnichannel guest support 	<ul style="list-style-type: none"> Reservations and bookings management Resource allocation Routine task automation 	<ul style="list-style-type: none"> Travel risk monitoring Emergency response Privacy compliance
 <p>Sports & Entertainment</p>	<ul style="list-style-type: none"> Fans experience Season tickets renewal Fans loyalty programs 	<ul style="list-style-type: none"> Tickets and events management Venue management Sponsorships management 	<ul style="list-style-type: none"> Venue contracts management Security management Information security
 <p>Manufacturing</p>	<ul style="list-style-type: none"> Customer targeting E-commerce integration Business insights 	<ul style="list-style-type: none"> Supply chain management Real-time inventory tracking Quality management 	<ul style="list-style-type: none"> Compliance management Business continuity Equipment maintenance

Salesforce maturity journey

FOUNDATION

REQUIRED

Clear business objectives.

Salesforce customization and configuration to match your business processes, ensure data quality management, and integrate it with other systems for seamless operations.

Solid user adoption strategy.



SALESFORCE JOURNEY

FOLLOWERS

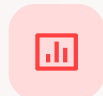


Basic Adoption

- Used for basic functions like storing contacts, managing leads, and logging activities with minimal adaptations to specific needs.
- Users master fundamental features as the organization starts to expand its use and functionalities.

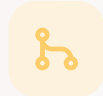


CHALLENGERS



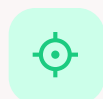
Integration

- Integrated with other systems and tools that enable data flow and automation: ERP systems, marketing platforms, and customer support software.
- Organization explores how to use data analytics and improve user experience.



Analytics and Insights

- Focused on maintaining data integrity and governance.
- Organization leverages custom reports, dashboards and AI-powered analytics for data-driven decision-making, sales performance, customer behavior and business trends.



Strategic Alignment

- Aligned with the organization's strategic objectives and goals.
- Organization enhances operational efficiency and drives innovation, supporting growth initiatives and delivering exceptional customer experiences.



INDUSTRY LEADERS

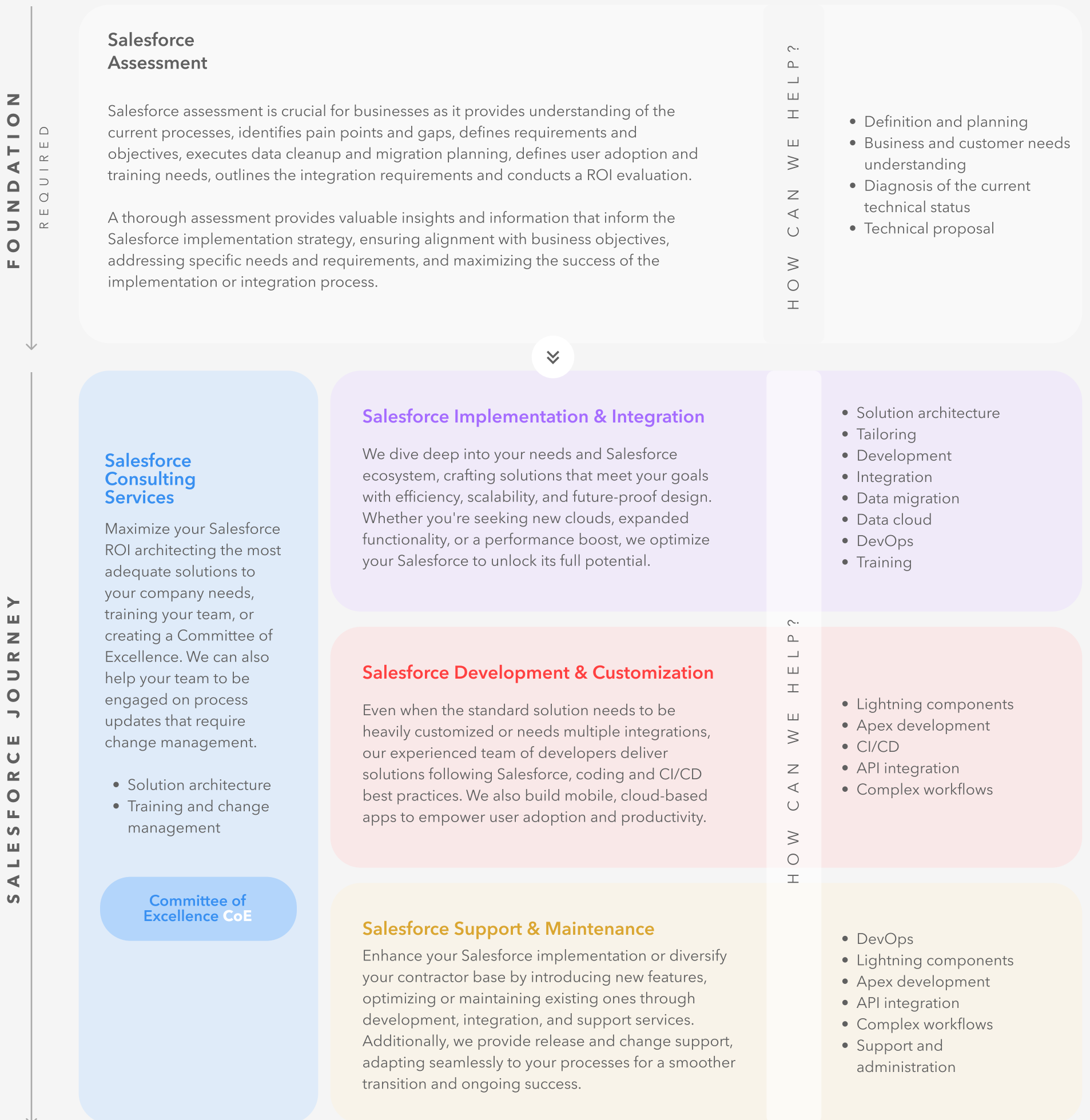


Advanced Automation and AI

- Organization harnesses the full power of advanced automation and AI capabilities: Intelligent workflows, predictive analytics, and machine learning models to automate repetitive tasks, personalize customer interactions, and uncover new business opportunities.

HOW CAN WE HELP?

Partnering with Applaudo to unlock the full potential of Salesforce



About our Salesforce Committee of Excellence (CoE)



The CoE is a dedicated team of highly skilled Salesforce members within your organization that oversees the strategy, governance, and best practices related to the use of Salesforce.

The goal is to drive the successful adoption and optimization of Salesforce within the organization, managing other contractors to empower your company to have the best value from your Salesforce investment.

Salesforce Technical Excellence

Our team conducts a meticulous evaluation of the solutions architecture and execution strategies proposed by your contractors to optimize when required. We strengthen your internal team's technical expertise and capabilities for them to evaluate architectural and execution strategies going forward.

Salesforce Strategic System Governance

Establish robust governance frameworks and DevOps practices for Salesforce environments. Our team will analyze the current scenario, draw a plan and offer expert guidance on adjusting current practices to implement best-in-class workflows, continuous integration, and deployment strategies, ensuring your Salesforce platform integrity.

Salesforce Integration Mastery

Master the art of Salesforce integration to connect and automate your business. Our service includes strategic guidance and technical assistance for setting-up, maintaining, and improving your Salesforce integrations with other systems and platforms, ensuring a unified and efficient ecosystem that enhances operational efficiency and data consistency.

Our Salesforce domain experts

Salesforce Consultant

Serves as a trusted advisor and solution provider, guides business through the entire Salesforce journey, from initial assessment to implementing and ongoing optimization. Specializes in helping businesses leverage the Salesforce platform to optimize their sales, marketing, customer service, and overall operations.

Salesforce Architect

Bridges the gap between business needs and technical solutions. Responsible for solution designing with optimal approaches in terms of custom development and integration, best practices, data modeling, process automation. Designs scalable, flexible, and high-performance solutions on the Salesforce platform.

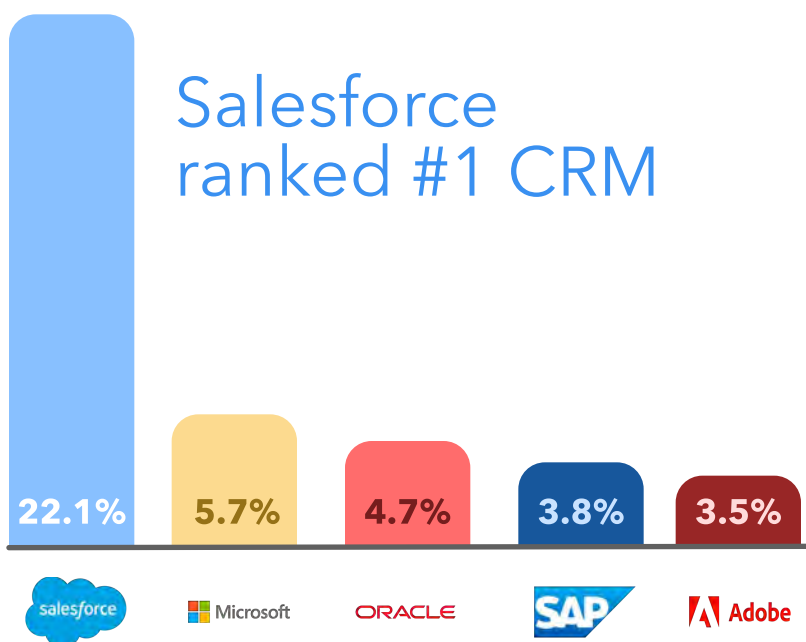
Salesforce Developer

Develops customized solutions through Apex (code) development, Visual force (like HTML & CSS), API integrations and lightning web components for intuitive user experience. Understands business requirements and translates them into technical solutions using Salesforce technologies and development tools.

Salesforce Business Analyst

Gathers requirements and executes analysis to streamline existing business processes within the Salesforce platform features and capabilities, writing clear and cohesive user stories. Connects the business stakeholders needs and technical teams to ensure that Salesforce solutions meet business needs and objectives.

Why Salesforce?



Sources: Salesforce, IDC 2023H1 Revenue Market Share Worldwide

20%

Salesforce is the largest CRM player, with more market share (+20%) than its closest competitors combined (17.7%).

90%

of the Fortune 500 are Salesforce customers.

40%

Customers report a ~40% increase in sales productivity.

Contact us

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