TECHNICAL BRIEF: Salesforce Solutions

TECHNOLOGIES AND APPLICATIONS
Salesforce MuleSoft API development, platform management, delivery enablement, production support

TECHNOLOGIES AND APPLICATIONS
Salesforce Lightning, Service Cloud, Thunder, Einstein Analytics, Jitterbit, CloudLingo, Skuid, Dataloader.io

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.

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.

Let's bring *your* ideas to life.
Call to schedule your complimentary SAM today.
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