



Business-friendly Solutions



Salesforce® Practice at ITC Infotech

Our Practice Overview

As a CX transformation partner to some of the world's leading brands, ITC Infotech works with clients to help predict customer preferences with actionable insights. Built on a strong foundation of domain depth and technology experience, ITC Infotech has enabled some of the largest corporations in the world to derive value from their CRM and customer experience initiatives. Our expertise spans across CPG, retail, airlines, travel, hospitality and BFSI industries straddling the leading Salesforce® platform.

WE ARE	consulting partner	marketing cloud partner	appexchange partner	force.com	VALUE-ADDED RESELLER PARTNER
INDUSTRY DOMAIN	RETAIL/CPG	TRAVEL & HOSPITALITY	MFG, AUTO, O&G	BFSI	HI-TECH

SERVICES

End-to-end services portfolio	Multi shore delivery centers	Global Delivery & Engagement Models	Flexible Partnership Model	Modularized service delivery models	AppExchange Application Development
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INDUSTRY SOLUTIONS / ACCELERATORS

Cloud Loyalty Solutions, B2B/B2C Customer Engagement Solutions, Cloud Migration Kit

Our Expertise In	sales cloud	service cloud	desk	marketing cloud	pardot	community cloud
	analytics cloud	app cloud	appexchange	einstein	heroku	

Our Accelerators

NATIVE SALESFORCE® APP	ZICOS	PREBUILT FRAMEWORK & CONNECTORS FOR MIGRATION TO SALESFORCE®
<ul style="list-style-type: none"> Requirements Management Design and Integration Management Waterfall and Agile Methodology Execution Project Timelines, Resource Allocation Sprint Planning and Execution QA and Defect Management Release Management 	<ul style="list-style-type: none"> Multi-Team Development & Coordination Source Control and Merge Automated Test Scripts Management Scheduled Build and Test Processes Functional Test Integration Test UI Testing Auto Deployment to SIT, UAT and Production Management 	<ul style="list-style-type: none"> ITC Infotech's MTT Framework for migration to Salesforce® Platform apps. Prebuilt Connector for bulk Data Migration and batch interfaces Java Based Middleware for migration and scheduled data sync between Databases and Salesforce® Pre-defined Mapping Templates via Partnered Apps for Migration such as: <ul style="list-style-type: none"> Apex Data Loader Jitterbit, Dell Boomi, Informatica
PROJECT MANAGEMENT AND DELIVERY TRACKING	CONTINUOUS DEV, TEST AND RELEASE MANAGEMENT	MIGRATION AND INTEGRATION

Salesforce® Solution Snapshot by ITC Infotech

SOLUTION	LOYALTY (B2C, B2B, B2E)	CFS (Customer Feedback System)	CEP (Customer Engagement Platform)
BENEFITS	<ul style="list-style-type: none"> Completely Native App with Configurable Loyalty Framework for Multiple Industries Loyalty Rules Engine with Rules Simulator Loyalty Rules with complex features such as Aggregation, Multiple Rules with custom logic of execution, Earning and Burning of Points. Custom Customer Activity based Programs Ready Web Services to integrate with Sales, Marketing & Service Cloud 	<ul style="list-style-type: none"> Single View of Customer with Social Customer Service Master Case Management Handling multiple issues under one parent case Ability to raise a case by staff and customers Logging case through multiple channels Integrated 1:1 Customer Campaigns, Notifications and Promotions* Analytics from SFDC and External Sources* 	<ul style="list-style-type: none"> Business Financial & Social connects with Customer SVoC with Social Customer Service Enhanced Customer Service Experience Customizable Cloud-based Solution Predictive Sales & Offers Customer Communities Integrated 1:1 Customer Campaigns and Promotions*
INDUSTRY	B2C: Retail, Airlines, Hospitality, Hi-Tech, BFSI B2B: Hi-Tech, CPG, Mfg, Distribution		
PRODUCTS USED	Primary Product: App Cloud; Integrated with Sales, Service, Marketing, Social and Community Cloud	Service Cloud	Sales Cloud Service Cloud

About ITC Infotech

ITC Infotech is a specialized global technology solutions provider, led by Business and Technology Consulting.

ITC Infotech's Digital@work infuses technology with domain, data, design, and differentiated delivery to significantly enhance experience and efficiency, enabling our clients to differentiate and disrupt their business. The company is powered by a growing portfolio of specialized solutions addressing critical business challenges, including: Industry 4.0 solutions (PLM, IoT and Embedded), Customer Value Management, Loyalty, Trade Marketing & Distribution, Supply Chain Optimization, Data Engineering and Analytics, Healthcare Analytics, Digital Banking solutions and Digital Agriculture solutions. The company provides solutions to enterprises in Supply Chain based industries (CPG, Retail, Manufacturing, Hi-Tech) and Services (Banking, Financial Services and Insurance, Healthcare, Airline, Hospitality) through a combination of traditional and newer business models, as a long-term flexible, trusted and sustainable partner.

ITC Infotech is a fully-owned subsidiary of ITC Ltd, one of India's foremost private sector companies and a diversified conglomerate.

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