virtusa

Engineering First

Delivering a comprehensive, 360-degree view of your customer through Salesforce Data Cloud

Organizations need to harness their data to drive transformation and value creation. However, siloed systems make data transformation even more complicated, requiring much effort and resources to maintain and manage. According to a survey by Gartner, 84% of global leaders cited customer data and analytics as "very or extremely important" for achieving their organizational goals.

Customer Data Platforms (CDPs) are an important part of investments in technology to get the most from customer data. Data Cloud is an evolution of CDPs and could be described as the 'Holy Grail' of CRM systems. Salesforce has expanded into AI-powered CRM, focusing on combining AI and data and gaining customers' trust through enhanced experiences.

With Salesforce Data Cloud and Virtusa's expertise, organizations can access real-time data and create a comprehensive view of their customers across any cloud.

Why clients are choosing Virtusa?

Proven experience

Successfully completed the first Data Cloud implementation in the US Provider market – unifying 1st party CRM data, Epic EMR data, website, marketing and 3rd party propensity data to enable hyper-personalized patient marketing and engagement

Salesforce credentials

- Well established and strong Summit partner of Salesforce with industry top quartile delivery NPS scores
- Highly skilled and certified resource pool of over 750+ Salesforce FTEs
- 1:2 certification ratio with over 1800 certifications

Data pedigree and partner ecosystem

- Highest levels of partnership with AWS, GCP, and MS Azure
- Strong data practice with 1000s of engineers supporting technologies such as Snowflake, Databricks and Tableau

Digital engineering

- Product engineering and innovation heritage
- Virtusa's xLabs - Innovative emerging technologies

Strategic partner value

- Client-first mindset / flexible pricing
- Build a reusable, sustainable flexible framework and model

Capabilities

Our approach to implement a new CDP using Salesforce Data Cloud

Consideration for introducing a new CDP into the landscape

- Business goals alignment
- Technical infrastructure assessment
- Stakeholder buy-in
- Vendor selection
- Data migration strategy
- Change management

New CDP into the system

Best practice patterns

Maximize CDP usage

Recommended patterns for best practice CDP implementation

- Centralized data management
- Data quality and integrity
- Seamless integration
- Privacy and compliance
- Real-time data processing

Architecture with multiple platforms to maximize CDP usage

- Interoperable systems
- Microservices and API-first approach
- Composable CDP
- Event driven architecture
- Multi-platform integration
- Data Lake integration

Key features of Salesforce Data Cloud

- Deeply integrated and united by metadata, with all aspects of the customer
- Intelligent augmentation into the workflow with AI
- Integrated workflow and business orchestration across any CRM app
- Low code/no code development tools to increase productivity.
- Open and extensible, fully customized application
- Easy data hydration and visualizations to discover powerful actionable insights

Getting started with Data Cloud

We have developed a digestible three option approach to realize the impact of the Data Cloud as a valuable addition to your tech-stack.

Leveraging Salesforce's 10,000 Data Cloud profiles offer, you are not burdened with licensing cost

Choose from one of the following POCs:

SMALL

Objective

Production-ready setup leveraging out-of-the-box standard objects and bundles

Scope

- 2 use cases
- 2 data bundle deployments
- 3 data cloud objects
- 1 ID resolution rule set
- 1 data action (SF flows)
- 1 insight builder

Duration – 5 weeks
Price- $75K

MEDIUM

Objective

Production-ready configuration of three prescriptive use cases leveraging standard objects and bundles

Scope

- 3 use cases
- 2 data bundle deployments
- 6 data cloud objects
- 1 ID resolution rule set
- 2 data actions (SF flows + SFMC journeys)
- 1 insight builder or calculated insights

Duration – 8 weeks
Price- $170K

LARGE

Objective

Production-ready configuration of up to four custom use cases leveraging additional data sources

Scope

- 4 use cases
- 2 data bundle deployments
- 10 data cloud objects
- 1 ID resolution rule set
- 4 data actions (flows, SFMC)
- 1 Link OOTB data cloud valid connector (AWS / Azure / Snowflake)
- 1 insight builder or calculated insights

Duration – 12 weeks
Price- $300K

Success stories

We helped a leading American enterprise in end-to-end Data Cloud implementation, enabling hyper-personalization and transforming marketing operations. Some of the values delivered were:

- Reduced time spent on gathering customer data and creating segments down from literally days and weeks to a matter of minutes.
- 25% improvement in marketing ROI.
- Improved patient satisfaction scores due to more relevant engagements.

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To learn more, contact us today at:
marketing@virtusa.com