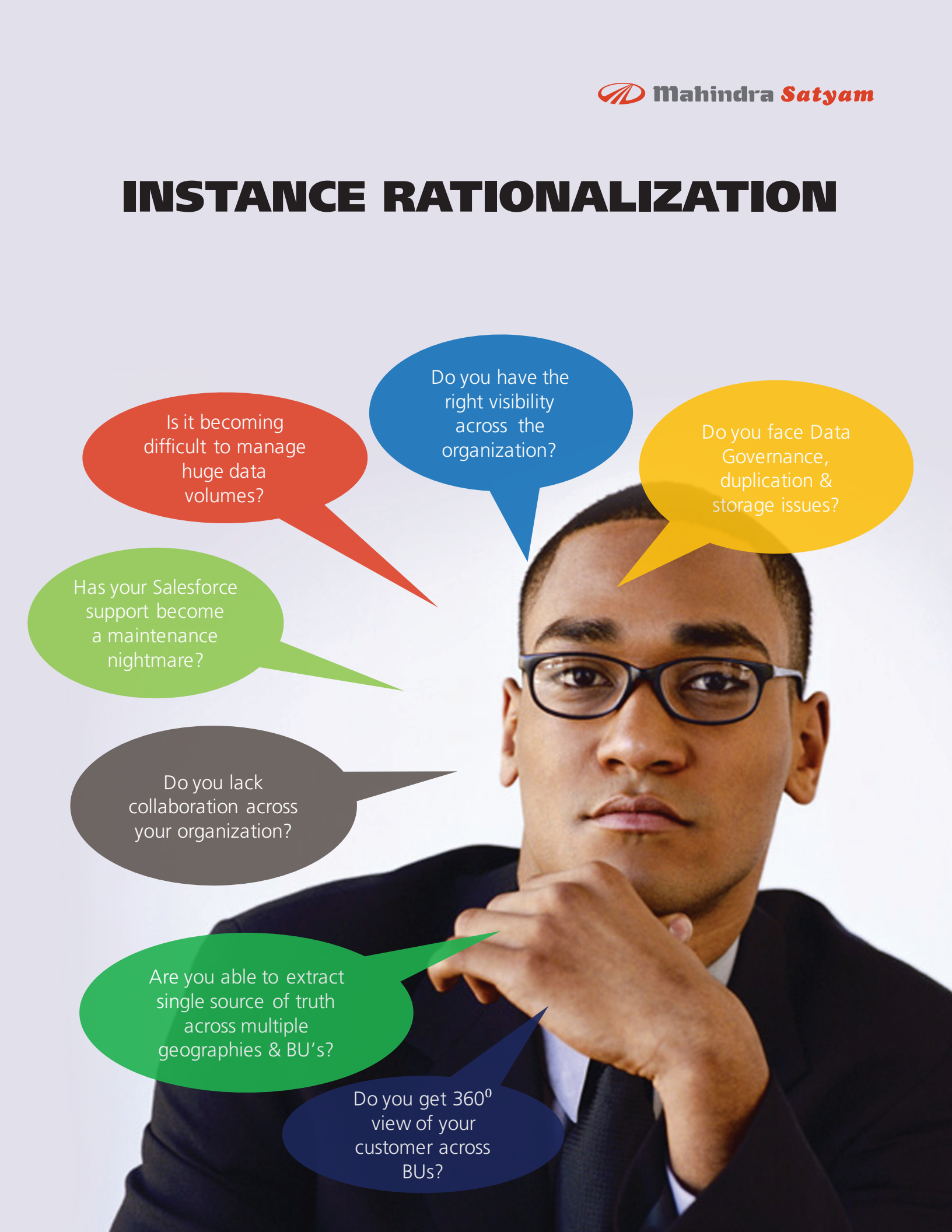


INSTANCE RATIONALIZATION



Is it becoming difficult to manage huge data volumes?

Do you have the right visibility across the organization?

Do you face Data Governance, duplication & storage issues?

Has your Salesforce support become a maintenance nightmare?

Do you lack collaboration across your organization?

Are you able to extract single source of truth across multiple geographies & BU's?

Do you get 360° view of your customer across BUs?

WHY INSTANCE RATIONALIZATION?

Organizational change is inevitable and constant. It is not unusual for companies to evolve, undergo mergers & acquisitions, consolidate or fragment their business units & processes, respond to changing market trends and competition, or innovate to reach out to their customers. In any event, an organization needs to be vibrant & flexible to accommodate to varied & dynamic requirements focusing simultaneously on customers & business processes.

For organizations that have implemented Salesforce.com CRM to manage, enhance & execute business processes, the question most frequently disregarded is to consider an Instance/organization strategy for the solution. It is a design that is malleable and most suitable to the organizational structure, business functions and footprint.

Though seemingly insignificant, a correct organizational strategy can enable organizations to extract the most out of their Salesforce.com CRM, increase productivity, enhance efficiency and result in considerable reduction in costs for the organizations.

While a few organizations tend to follow the default, single organization model, which may be much suited to their needs and investment considerations, on the other hand, there are other organizations which end up with multiple Salesforce.com organizations due to Mergers & Acquisitions, accommodating multiple geographies or catering to multiple business units.

As every organization is unique and always on a constant innovation & change curve, there might not be any standard best strategy / practice out-of-box to define the most suitable org strategy. The best approach to organization strategy initiative lies in identifying the pivotal points of the organization, process unification & uniqueness and constructing a detailed **Strategy -> Business -> Execution -> Technology map.**

SINGLE VS. MULTI ORGANIZATION - WHERE IS YOUR BUSINESS PROBLEM?

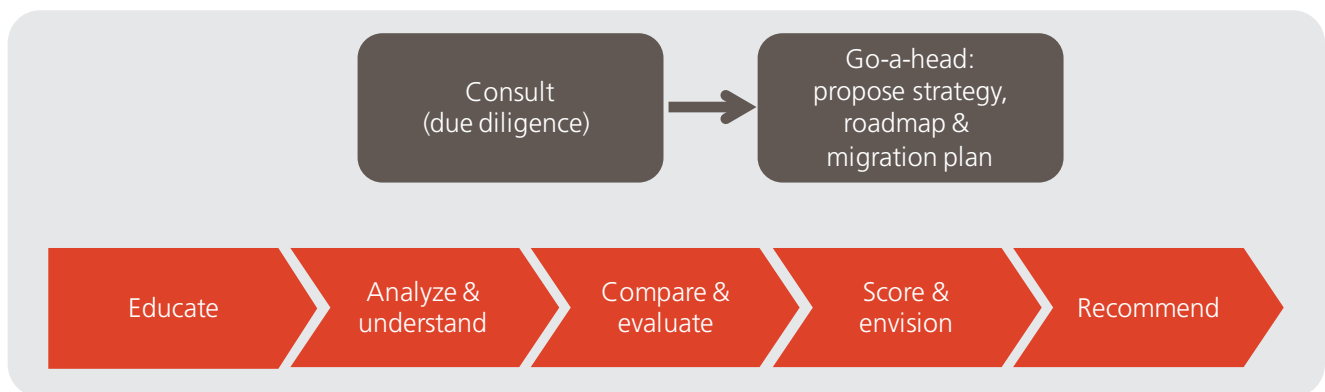
Single organization	Multi- organization
Difficult to manage organization-wide settings & security	Large data volumes due to data duplication across organizations
Huge time in making key business & IT decisions – larger focus groups / users	Difficult to generate the single source of truth for organization & customers
Performance degradation: Large data volumes can affect run time performance	Complex support: Multifaceted org management & support in a multi- org environment
High number of interdependent requirements leads to conflict across business groups & LOB's	Inaccurate reporting & analytics. Inability to produce cross Instance reports
Incorrect organization strategy restricts change and innovation. Non-alignment to Business Processes and Strategy	Longer Go-Live cycle due to interconnected / dependent processes across organizations
High cost of service and support	Greater cost attached as key users may need access to multiple organizations
Higher testing effort	Lack of organization-wide collaboration & visibility

THE MAHINDRA SATYAM OFFERING

“Conceptualizing solution on Salesforce.com to meet your business requirements, integrating it with existing operations & processes rather than trying to mould business requirements to fit in existing framework.”

Our solution offerings on Salesforce platform focuses on ensuring that our customers derive maximum benefits from their investment on Salesforce.com. It is important to define and choose the right organization / instance strategy that:

- Enables organizations to focus on business rather than on maintenance of applications
- Enables IT to map organizational architecture to Salesforce.com solution & data model
- Enables top management to “See what they want to see”



Our approach involves the following steps:

1. We commence with a 6-8 week consulting / due-diligence engagement to analyse the current organization strategy & structure, undertake Instance health check & devise organization optimization strategy
2. The subsequent step is to define a roadmap for the suitable organization strategy based on first step output. The roadmap will consist of consolidation process (if required) & phase breakup -> Scope & In-scope items -> Methodology & Strategy -> Consolidation/implementation timelines -> Resources requirements -> Financials
3. After the consulting solution is delivered, the implementation phase may consist of consolidation of the existing Salesforce instances and also migration of few other applications to Salesforce platform if required, or dividing the organization in multi-organizations so as to provide options for different LOBs to have their own strategy

We offer two models to choose from

Single Salesforce.com instance

Consolidated instances for Sales & Service processes

- Across regions
- Across LOB's
- Custom Integration with legacy application to extend Salesforce.com instance

Multiple Salesforce.com instances

Separate Salesforce Instances

- LOB-based implementation
- Region-based implementation
- Functionality-based implementation

Integration between Salesforce Instances

- Salesforce2Salesforce (S2S)
- Custom Integration with legacy application & IT landscape

About Mahindra Satyam

Mahindra Satyam is a global business consulting and information technology services company leveraging deep industry and functional expertise, leading technology practices and a global delivery model to help businesses transform their processes and improve performance. The company's professionals excel in enterprise solutions, supply chain management, client relationship management, business intelligence, business processes, engineering and product lifecycle management, infrastructure services, among other services.

The company has development and delivery centres in the United States of America, Canada, Brazil, the United Kingdom, Germany, France, Hungary, Egypt, United Arab Emirates, India, China, Malaysia, Singapore, and Australia and serves numerous clients, including many Fortune 500 organizations.

Mahindra Satyam is part of the USD 15.4 billion Mahindra Group. The Mahindra Group employs more than 144,000 people in over 100 countries and operates in key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology and vacation ownership. In 2011, Mahindra featured on the Forbes Global 2000 list, a listing of the biggest and most powerful listed companies in the world. Dun & Bradstreet also ranked Mahindra at No. 1 in the automobile sector in its list of India's Top 500 Companies. In 2010, Mahindra featured in the Credit Suisse Great Brands of Tomorrow. In 2011, Mahindra acquired a majority stake in Korea's SsangYong Motor Company.

Contact us

For more information, write to rfi@mahindrasatyam.com or visit www.mahindrasatyam.com