



System Integrator (SI) for Salesforce®

Helping to simplify salesforce.com® integration

Salesforce.com® is a cloud-based solution that can help improve business productivity, while maintaining high levels of customer satisfaction. It also enables organizations to overcome the challenges of many traditional IT solutions that can be time-consuming and expensive to build and that are often inflexible — making it difficult for the solutions to adapt to ever-changing business needs.

Experience and in-depth knowledge of Salesforce® and its best practices are key to the successful implementation of Salesforce. However, quality Salesforce expertise can be difficult and costly to find and, as demand increases, these costs will continue to rise.

Optum™ System Integrator (SI) for Salesforce® offers high-quality consulting services to help simplify Salesforce implementations to better meet the needs of your business. SI has a team of experienced resources that focus on delivering Salesforce solutions with speed, innovation and integrity while focusing on your expectations.

System Integrator services

In an effort to minimize disruption to the business and accelerate solution development, SI uses a simple engagement approach:

Discover

- Validate Salesforce meets business needs
- Define strategy

Demonstrate

- Build — demo — early feedback (features, usability, approach)
- Refine

Develop

- Configure first — customize last
- Agile delivery
- Simple user flow
- Easy to integrate

Deploy

- Package — publish
- Train
- Enhance
- Integrate with third-party applications

The SI services include:

Strategy

- Understand the business — evaluate existing processes and systems
- Develop a Salesforce strategy with recommendations on how to best meet business needs leveraging Salesforce and Salesforce best practices

Sales Cloud® and Service Cloud® setup

- Set up, configure and customize Salesforce
- Process automation using email templates, workflows and approval processes
- Custom reports and dashboards

Development and integration

- Develop custom features to help realize the full potential of Salesforce
- Integrate Salesforce with critical business systems

The Optum difference

Optum has several thousand active users of salesforce.com spanning many different capabilities across the organization. As Optum has built out its Salesforce instances, we developed expertise and best practices for leveraging Salesforce to help meet the ever-changing needs of the health care industry. In addition to our own knowledge of health care, our partnership with Salesforce enables us to offer highly rated Salesforce solutions specific to health care.

The System Integrator team is committed to delivering quality Salesforce consulting services that are both affordable and effective. Contact helen.charlesdoyle@optum.com to learn more about partnering with SI for your Salesforce needs.



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