



**ma|p|ontic**  
*Your think tank to stay ahead*

# COMPANY OVERVIEW

## Niche Technology Service Provider

- Founded in 2009 and Headquartered in Sunnyvale, CA
- Nearshore center in Tampa, FL and an offshore delivery center in Pune, India
- Clients in USA, Australia, India and UAE
- Expertise in Products, Solutions and Services Delivery
- Focus on Digital & Business Transformation
- Catering to verticals like BFSI, Healthcare, Retail & eCommerce



## Our Team

- 350+ employees: Tech Architects, Functional SMEs, Data Scientists, Developers and Testers
- Complemented by a robust partnership ecosystem for specific domain expertise
- Focus on professional development of our team through training programs conducted by vendors, certification assistance, interaction with technology SMEs, functional domain training



## Mature Solution Practices

- BPM (Pega, Appian, Lombardi)
- CRM (Salesforce, Pega, Siebel, SAP, Microsoft)
- ERP (SAP, Oracle)
- Data Warehousing, Big Data, BI
- Robotic Process Automation
- Emerging Technologies: AI & ML
- eCommerce
- QA Testing
- Agile Development, Dev/Tech Ops
- UI/UX & Content Management Systems
- Technology Strategy and Digital Transformation

# MAANTIC AT A GLANCE



25+

CLIENTS WITH  
USD 100 MN  
IN REVENUES



200+

PROJECTS  
COMPLETED



350+

EMPLOYEES



25+

TECHNOLOGICAL  
SKILLS

## OUR OFFERINGS



# CUSTOMER RELATIONSHIP MANAGEMENT

Maantic has a very strong CRM services portfolio. We have a 100 plus-person CRM team that gives us access to high-quality resources at very competitive prices. We also have an offshore development center and can help you reduce cost by providing offshore development, testing, support and maintenance services.



salesforce

**Our highly experienced and certified Salesforce.com consultants assist our customers with implementation and training for a successful launch of the CRM.**

We engage with our customers by augmenting with their delivery teams and/or by offering support, maintenance or optimization services for their Salesforce environments, within both technical and functional areas.

# OUR CUSTOMERS



SUNPOWER™



∞xtime

▲SERVICE NET



WATCHBOX

national  
express



# SALESFORCE CAPABILITIES

## SERVICES



### CONSULTING

- Business Transformation consulting
- Implementation Audit
- Process Gap Analysis
- CRM Gap Analysis
- Apps Rationalization
- Solution Architecture
- Integration Architecture
- 3rd party product & tools evaluation



### ENGINEERING

- AppExchange products
- Domain specific solutions
- Mobility solutions
- Social collaboration solutions



### IMPLEMENTATION & SUPPORT

- Product Implementation
- Product upgrades
- Customization
- Product Maintenance and Support
- SSO & Authorization Protocols
- Automated deployments, SalesforceDx
- Data Backups



### INTEGRATION & DATA MIGRATION

- Integration with ERPs, Warehouses, external apps
- API based integration
- Data Integration
- Data migration
- Import, Export, ETL
- Data Quality & Cleansing

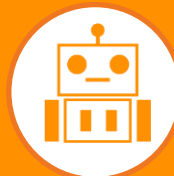


## SKILLS



### TECHNOLOGIES

- Apex
- Visualforce
- UI/UX
- Lightning
- Angular JS, JQuery



### ARTIFICIAL INTELLIGENCE

- Einstein
- BOTs
- RPA
- Prediction Builder
- Visualization using Tableau



### TOOLS

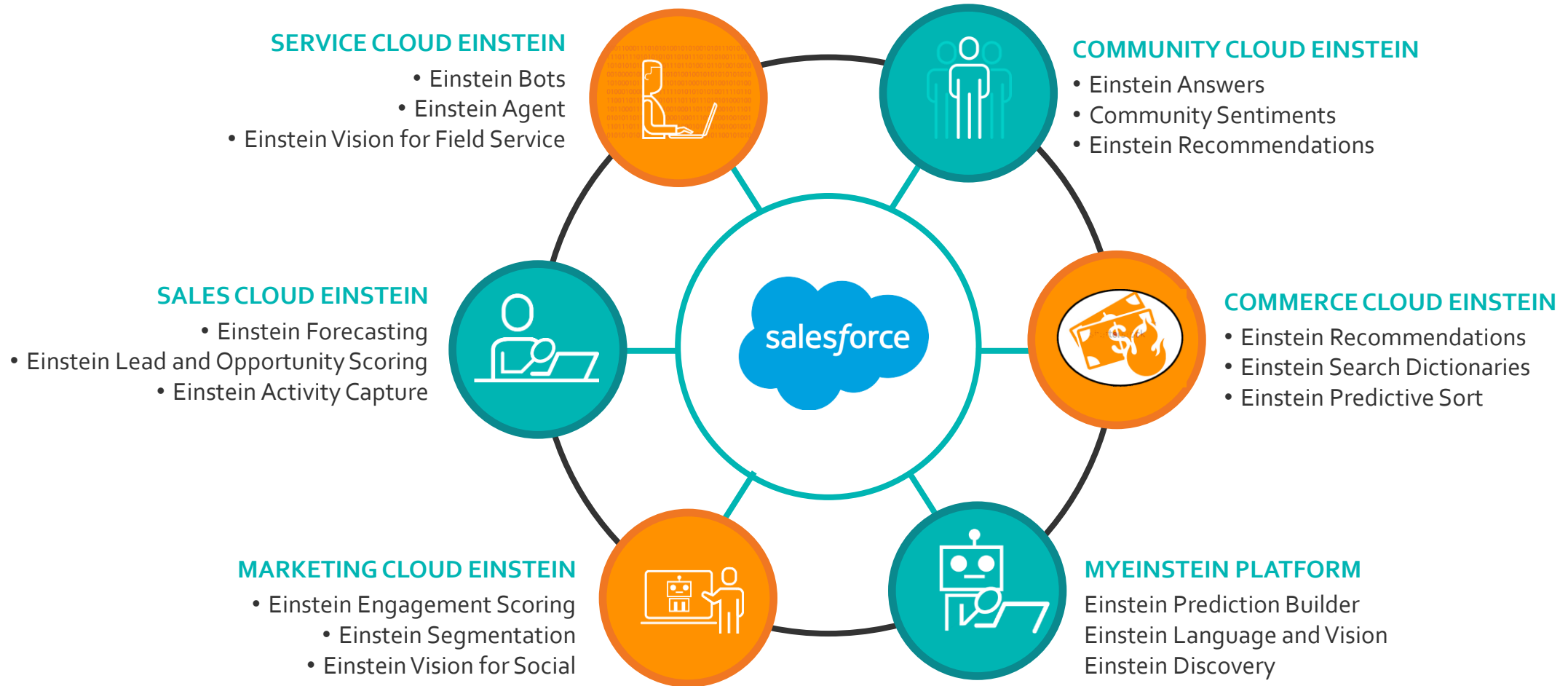
- Ant
- JitterBit
- Talend
- Kettle
- Informatica
- Mulesoft



### PRODUCTS

- Sales Cloud,
- Service Cloud
- Marketing Cloud
- Analytics Cloud (Einstein)
- Communities
- AppExchange
- Non-Profit cloud (NPSP)
- Education Cloud

# SALESFORCE EINSTEIN CLOUD OFFERINGS



# AGILE TESTING

## AGILITY REVIEW

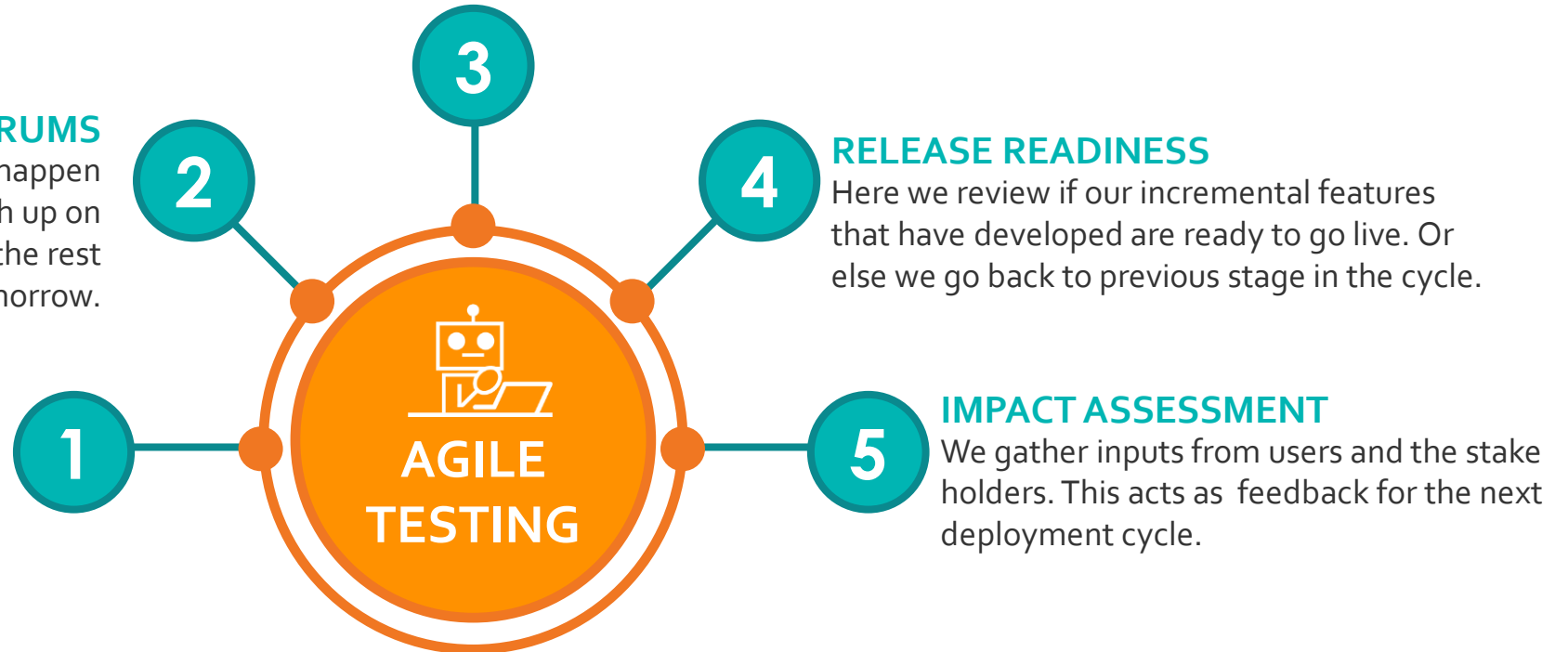
This is a periodic review meeting that is typically performed once a week where larger group of stake holders meet and assess the progress against milestones.

## DAILY SCRUMS

These daily standups which typically happen at the beginning of the day help catch up on testing status and set the course for the rest of the day and goals for tomorrow.

## TEST AGILITY STRATEGY

In this meeting, all the stake holders come together to plan the testing schedule, frequency of meetings, deliverables to test at each stage and Agile delivery.



## RELEASE READINESS

Here we review if our incremental features that have developed are ready to go live. Or else we go back to previous stage in the cycle.

## IMPACT ASSESSMENT

We gather inputs from users and the stake holders. This acts as feedback for the next deployment cycle.



## CASE STUDY

# Leading US Non Profit Organization

## The Customer

The client is a US based non-profit and one of the largest Jewish Federations. They are focussed towards providing human services to Jews and others in need.

They give help and hope to the most vulnerable through a network of local agencies and programs.

## Objectives

Migrate from 16 year old legacy system built on .Net and Oracle to a cloud based platform and had chosen Salesforce as their preferred platform.

## Highlights

- The DMS system was built on top of NPSP, the standard Salesforce package for Non profits
- The following modules were built
  - Constituent Management – The complete Donor Management
  - Event Management – Event schedule, Seating, Waitlist management, Analytics,
  - Billing and Financials
  - Boards & Committees, Missions
- Complete ownership of all phases of the project life cycle - Discovery, Design, Build, Test and Data Migration
- The implementation also involved complex integration with multiple third party applications for address validation, financial reports, employee payroll system
- Technologies : Apex, SLDS, Aura, jQuery, lightning component, Batches and Schedulers, REST API.

## CASE STUDY

# Leading Solar Manufacturing Company

## The Customer

The client designs, manufactures, and provides highest efficiency, highest reliability Solar Panels and Systems to Residential , Business/Commercial Customers

## Objectives

Migrate Existing Functionality to Lightning Experience

## Highlights

- Create generic lightning components to search different entities.
- Create Calendar component to display schedules
- File Upload (Photo Upload) functionality using lightning component
- Used Napili template to customize community
- Set up a customer community to share files, qualify leads, or resolve support cases.
- Set up and manage community members.
- Use of community builder for rapid implementation of branded, customized and mobile communities

## CASE STUDY

# Leading National Bank

## The Customer

The client is a leading national bank providing retail and commercial banking services.

## Objectives

To move from acquisition-based bank to a relationship-based bank.

Facilitate a superior end-to-end customer journey by leveraging digital channels and capabilities.

## Highlights

- Maantic was involved in providing Marketing Cloud best practices and consulting throughout the duration of the engagement.
- Setup of html emails, email templates, landing pages, or any other marketing content
- Project includes configuration in Journey Builder, Contact Builder, Content Builder and Automation Studio applications only. Additional Marketing Cloud applications like Social Studio, MobileConnect, Audience Builder, Predictive Intelligence, etc.

## CASE STUDY

# Leading Automobile Manufacturer

## The Customer

A large North American luxury automobile manufacturer.

## Objectives

Evolve digital technologies to build deeper connections with their vehicle's owner during the lease lifecycle. . Marketing team believed that having the right tools and communication channels in place would allow for an uplift in lease renewal rates and new vehicle leases.

## Highlights

- To create a flexible marketing solution, customer, vehicle, and lease data needed to be in a common data repository to show a 360-degree view of the customer.
- Maantic decided the needed repository was Salesforce Sales Cloud and Salesforce Marketing Cloud because Salesforce could run the kind of parameterized queries needed to create useful customer insights and targeted promotional offers.
- The auto manufacturer's marketing department now has an easily accessible customer database built on Salesforce's Sales Cloud and Marketing Cloud platforms. These tools, combined with custom mobile apps, make it easier to provide useful information and timely and relevant promotions to their lessor customers.

## CASE STUDY

# Leading Manufacturer of Mobile Satellite Communications

## The Customer

The client is a leading manufacturer of solutions that provide global high-speed Internet, television, and voice services via satellite to mobile users at sea and on land.

## Objectives

Client Partner Portal migration project, moving the site from a custom web site built on the Sitecore CMS platform to a Salesforce-based Community site.

## Highlights

- Maantic was involved in detailed technical and functional assessment of existing site, including hands-on assessment at the database level.
- Technical Assessment of entire Partner Portal site related databases. Key elements include training records, partner and user details, and documents
  - Creation of Roadmap, Epics and Stories, and Backlog
  - Helping the client establish dev/QA/production environments for Salesforce and AWS-based components.
  - Creating a migration plan for rolling the data and traffic over to the new Salesforce-based Community portal site.
  - Overseeing the actual migration process. Leading the hands-on data extraction, transformation and loading into the new site.