

# EXTENTIA

— INFORMATION TECHNOLOGY

A Merkle Company



10+ YEARS ON  
SALESFORCE



PDO **EXPERT**  
NAVIGATOR



CSAT SCORE  
4.9/5

[www.extentia.com/salesforce](http://www.extentia.com/salesforce)

# Quick Facts



Since 1998 | 950+ Extentians | Development centers in India | Global customers



INNOVATION

CONSULTING

TECHNOLOGY



EXTENTIA  
**MOBILE**  
DEVELOPMENT



EXTENTIA  
**CLOUD**  
DEVELOPMENT



EXTENTIA  
**EXPERIENCE**  
STUDIO

DO MORE. BE MORE.

LONG TERM FOCUS

DELIVERING  
CONFIDENCE

# Extentia, A Merkle Company (since 2022)



**A world leader  
partnering with the  
world's leader.**

**8,500+**

Salesforce certifications -  
#1 global agency partner

**2,000+**

Global implementations  
across the Salesforce  
ecosystem

#### SPECIALIZATIONS

- Loyalty Management
- Data Cloud
- Marketing Cloud
- Commerce Cloud
- Service Cloud
- Experience Cloud
- Industry Clouds
- Personalization
- Intelligence
- MuleSoft
- Tableau
- Integration

#### RECOGNITION OF EXCELLENCE

**5x** Partner of the Year  
Award Winner

**3x** Marketing Cloud Partner  
of the Year

#### INVESTMENTS IN INNOVATION

Global Composable Commerce  
Accelerator

magnolia' contentful

**MERKURY**  
for Salesforce AppExchange

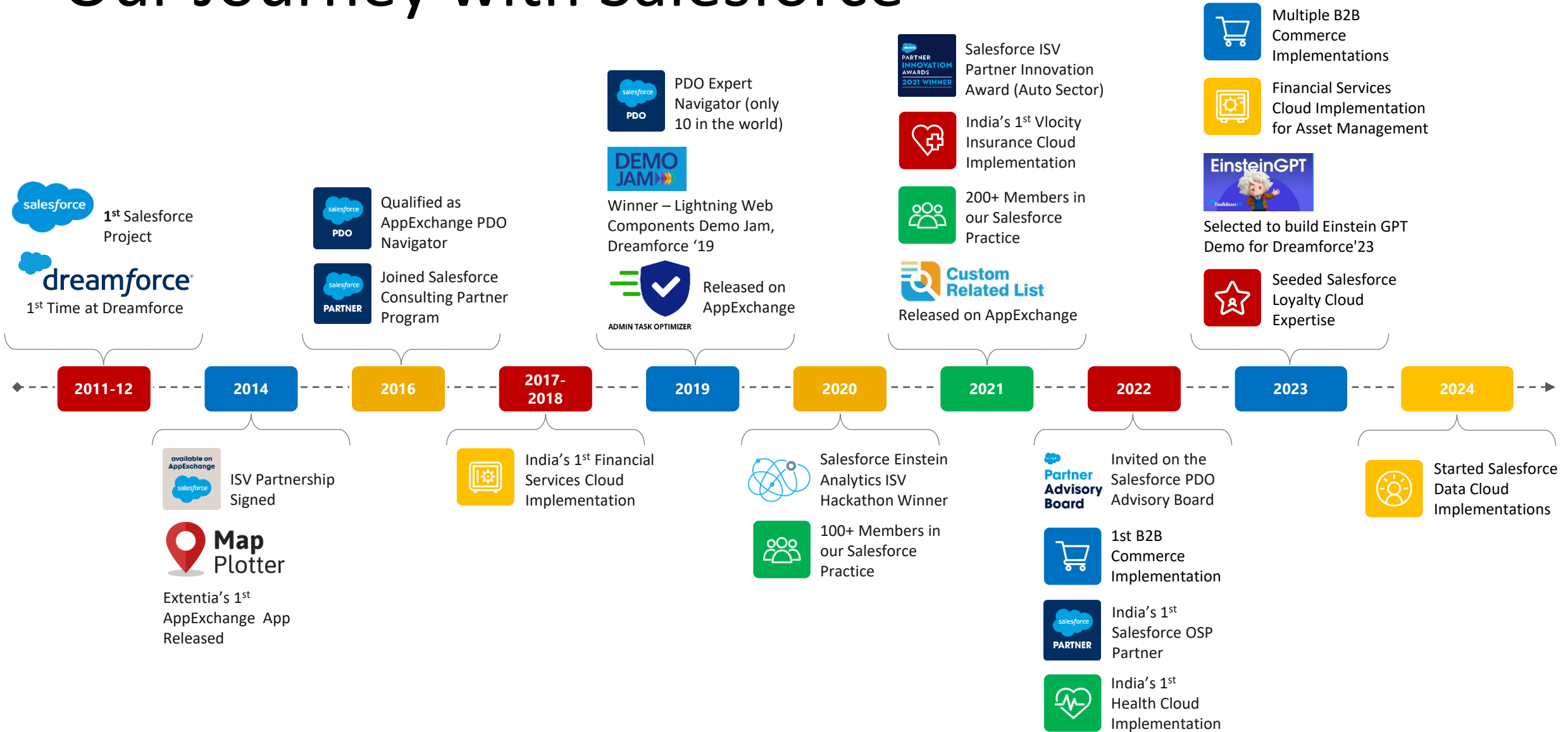
Messaging  
Transformation Blueprint

**MERKURY**  
for Data Cloud  
Identity & Hygiene

Loyalty Launch Pad

Rocket for B2B Commerce

# Our Journey with Salesforce



# Extentia's Salesforce Expertise



## EXCELLENCE AWARDS & ACHIEVEMENTS



Selected to build Einstein GPT Demo  
Dreamforce 2023



Salesforce Partner Innovation Award  
September 2021



Best Topical App – Einstein Analytics  
Salesforce EA Hackathon 2020



Lightning Web Components Demo Jam  
Dreamforce 2019

# PDO Product Catalog



Intro	Growth	Mature	Sustain
Product Ideation	Minimum Viable Feature Set	Salesforce DX	AppExchange Readiness Check
Business Flows/Processes	Roadmap Definition	AppExchange Development	Security Review
Requirement Analysis	Solution Approach	Integration with Third Party Applications	AppExchange Listing
Scope and Architecture Definition	ISV Onboarding	Demo Builds	Setup leads org
Minimum Viable Feature Set	UX/UI Experience	Data Migration	Post Rollout Support
	Compliance Process	Finalize business go-to-market strategy	Implementation
	Solution Documentation Validation		Continue Product Development
			Minimum Viable Product
			Go-live

# Get In Touch



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