ABOUT

SIMPLUS
an Infosys company

Simplus exists to make complex things simple.

THAT'S WHAT WE DO.

OFFERINGS
- Advisory Services
- Managed Services
- Change Management
- Data Integration
- Implementation Services

PRODUCTS
- Revenue Cloud (CPQ and Billing)
- Sales Cloud
- Service Cloud (FSL)
- Community Cloud (Experience Cloud)
- Commerce Cloud (B2B, B2C)
- Marketing Cloud
- Pardot
- Industry Clouds
- Sustainability Cloud
- DocuSign CLM

INDUSTRIES
- Communications and Media
- Education and Government
- Financial Services
- Healthcare and Life Sciences
- High Tech/ SaaS
- Manufacturing
- Professional Services
- Retail and Consumer Goods
- Travel, Transportation, and Hospitality
- Utilities and Energy

DATA CLOUD WITH **SALESFORCE AND SIMPLUS**

Salesforce Data Cloud is the leading data epicenter for the seamless integration of your customer data across systems and easy but secure data accessibility for further analysis, personalization, and automation. Data-driven decision-making and growth strategies are born with the power of Data Cloud behind you.

By capturing, consolidating, and putting your data to work, Data Cloud creates a single customer profile for each customer that can be leveraged by sales, service, marketing, commerce, partners, and so on. Better yet, it's supported by AI and GPT innovations to bolster automation and customization quickly.

CUSTOMER DATA—MADE EASY AND POWERFUL
CAPABILITIES OF SALESFORCE DATA CLOUD

Segment and Content Creation	Personalization Decisioning	Bring Your Own Data Lake and Data Model
Einstein Trust Layer	No-Code to Pro-Code AI Support	Service or Sales Emails and Product Descriptions

DATA CLOUD: A MULTIFUNCTIONAL SOLUTION

FOR SALES
- Customer segmentation and retention
- Sales engagements and conversion across channels
- Post-sale opportunity identification

FOR CUSTOMERS
- Enriched UX on customer-facing sites
- Unified view of improves customer interactions
- Cohesive experience from marketing to sales to service and support

FOR MARKETING
- Boosting media campaigns
- Lead generation and conversion
- Unifying health scores/retention risk factors

SUPERCHARGE YOUR DATA CLOUD

With Simplus and Infosys, you can leverage a Data Cloud implementation in conjunction with iDSS, the Infosys Data Services Suite. iDSS is the **comprehensive data management solution** for legacy modernization and enterprise revolutions, supporting your organization through data extraction, validation, transformation, upload, and reconciliation.

5-25% productivity gain for profiling

100% accuracy

35% validation effort reduction

15-25% effort savings from cleansing/ enrichment

140% effort savings from auto extraction

DATA CLOUD IMPLEMENTATION OPTIONS

FOCUS AREA	CAPABILITY	STARTER	BEGINNER	INTERMEDIATE	ADVANCED
Business Use Case	Number of Business Use Cases	1	Up to 3	Up to 4	Up to 6
	Business Use Cases Complexity	Low	Low	Medium	High
	Business Process Maturity	Optimized Processes	Optimized Processes	Standardized Processes	Manual or Ad-Hoc
Data Preparation	Data Spaces	1	1	1	1-2
	Ingestion Source Connections	1 Connections Native Connector / Standard Objects & Bundles	1-2 Connections Native Connectors / Standard Objects & Bundles	2-3 Connections (Cloud Storage / Standard Objects & Bundles)	3-5 Connections (Ingestion API / SDK / Custom Objects & Bundles Plus Additional 3rd-party sources)
	Data Lake Objects	2	3-5	6-10	10-20
	Data Model Objects	Up to 2	Up to 3	Up to 5	Up to 10
	Segments	1	1-2	3-5	5-10
Analyze	Insights	1 Simple Calculated and Streaming Insights	1-3 Simple Calculated and Streaming Insights	4-5 Calculated and Streaming Insights that are simple to medium complex	6+ Insights that are mix of simple, medium and high complexity
	Reports	1-3 OOB Salesforce Report	3-5 OOB Salesforce Report 1-3 Custom Salesforce Reports	5-10 Salesforce OOB Report 3-5 Custom Salesforce Reports	5-10 Custom Salesforce Reports & 5-10 Advanced Reports in a BI tool
Action Targets	Salesforce CRM	NA	1 Org (1-2 Flows)	1-2 Orgs (2-3 Flows + 1-2 LWC)	Up to 3 Orgs (5-10 Flows + 3-5 LWC)

WHY SIMPLUS

Simplus, an Infosys company, manages the Salesforce practice for Infosys in North America. Our services include program advisory, platform implementation, organizational change management, data and systems integration, solution accelerators, and managed services. We are the top-rated consulting choice based on customer feedback (4.9/5 CSAT) from over 5,000+ successful projects, with unparalleled advisory and OCM expertise unlocking more value for your clients.

We have experience with multiple clients across industries on Data Cloud implementation and planning initiatives. And so much more. Let's talk.

www.simplus.com