

# Unlocking the Salesforce Industry Cloud opportunity

Transform your business with  
industry-driven solutions

**brillio**



# The Why

## Unlock the power of Salesforce Clouds to elevate sector-specific efficiency and unleash organizational innovation Industry

Despite substantial investments in industry-specific solutions and AI-driven advancements today, organizations often find their progress hindered by fragmented systems and data silos. The challenge lies in unifying disparate industry-specific applications, where crucial insights and efficiencies remain trapped in these silos. There is a pressing need for a 'digital conductor' that can harmonize experiences across these specialized industry systems of engagement and systems of record. An ideal digital conductor must be able to create comprehensive, industry-specific 360-degree views of core enterprise entities and seamlessly activate that data across critical systems without requiring extensive additional engineering, thus overcoming the final barriers in achieving ROI from industry-specific transformations.

When integrated with other key offerings such as Salesforce Flow, Einstein Analytics, and MuleSoft, Salesforce Industry Clouds provide a unique opportunity to serve as this Digital Conductor for specialized sectors like **healthcare, financial services, communications, and more**. To capitalize on this opportunity, you need a partner who:

- Identifies your most impactful industry-specific operational and customer experience opportunities.
- Makes the right architectural decisions to address and proactively mitigate risks related to data integration, regulatory compliance, data quality, and cost escalation.
- Leverages industry data for advanced AI-driven insights, ensuring responsible and effective AI deployment.

- Transforming industry hurdles into highway speeds, **one cloud at a time**
- Unveiling insights precisely when they're needed, to those who thrive on **timely intelligence**
- Breaking through the industry cloud traffic jam, **delivering data right** when you need it
- **Simplifying the data puzzle**, one unified cloud solution at a time

# The What

## Comprehensive methodology to enhance CX, drive revenue growth, and reduce costs

Our comprehensive suite of Industry solutions is designed to propel your organization forward swiftly and securely. With our offerings we collaborate with our clients to achieve the following.

### Enhance customer experience in financial services:

- Enhance user experience and forge deeper customer centricity by developing seamless and intuitive solutions.
- Create personalized products and services beyond banking.

### Digitization in banking:

- Engineering the shift from legacy systems to modernized platforms.
- Adapting with speed to enable enterprises to meet business demands efficiently.

### Cloud data platform:

- Data onboarding as per use case priority and application.
- Using enterprise data lakes for on-premise data management.

### 360° patient management:

- Streamline patient lifecycle from acquisition to loyalty to referral tracking.

### Omnichannel experience:

- Member claims, 360° view in health cloud, optimized reach and acquisition, transformed payer service experience.

### Clinical trials management system:

- Migration from legacy systems to a single platform by connecting trial teams, patients, and clinical data.
- Integration of data with a lead-to-cash cycle for payments.

### B2B communication cloud + commerce:

- Single commerce platform to cater to the needs of different businesses by integrating B2B and B2C at an OM (BSS) level.

### Salesforce expert services for velocity implementation:

- Scaling B2B business by scaling Broadband, Fiber Broadband, Mobiles to existing business customers.
- Supporting a larger SI throughout the comms cloud implementation due to lack of expertise.

- **Right start:** Industry solution roadmap and business assessment
- Leverage **value accelerators** to drive results across domains
- Other **relevant partnerships** to drive holistic innovation

# The Essentials



## Patient Care

## R&D and Supply Chain

## Commercial Banking & Payments

## Wealth Management

## Communications Cloud

### Use Cases

- Digital health
- Patient engagement
- Electronic records
- Prescriber access

- Drug discovery and medical device product development
- Supply chain and distribution

- Cloud-Based billing solution
- App development
- Third-Party integrations

- 360° customer view
- Unified platforms
- Targeted offerings to customers

- Industry CPQ
- Subscriptions
- AI-powered guidance

### Business Values

- Enable providers to deliver care beyond traditional clinical settings
- Deliver personalized care experiences

- Considerable increase in market competitiveness
- Faster time to market for new products

- Engagement with traditional banking systems
- Enhanced returns

- Personalized services
- Improved omnichannel experience for clients

- Accelerated time to value
- Industry-specific customization

### Persona or Vertical

- Payer
- Provider

- Insurance
- Pharma Companies

- Banking
- Insurance

- BFSI Customers
- Financial Advisors
- RMs

- Telecommunications

# The How

## Brillio's valuation framework

Through our experience helping firms determine the best approach, we have developed a framework that helps **accelerate Salesforce planning** and strategically assess the right path.

### Relevance of industry capabilities to your organization's requirements

- For example – How does your definition of a household align?

### Functional fit of industry versus sales or service cloud

- For example – Minor configuration vs. customization
- Ease of migration to data model – evaluate existing customizations to support functional needs

### Dependencies

- Consider timing and synergies of related projects (e.g. Legacy CRM Decommission, Contact Center solutions)
- Identify the support and resources needed

### Total cost of ownership

- Customization vs. Migration
- License Costs



# Client success stories

## Media Cloud Implementation - EPC/ CPQ for a top five Real Estate listing portals based in the US

- Provided support and assessment towards migration of legacy solution to Salesforce Media Cloud
- Implemented Media Cloud to manage complex Usage based Product and monthly fixed Lead pricing structures
- Integrated Orders with Oracle to manage fulfillment and Billing process
- Improved on Sales efficiency and created self - serve model for customers during renewals using Omni script
- Implemented CPQ / EPC and Community solution

## Redefining Borrower Experience in Commercial Loan Workflow for a financial software company headquartered in London

- Improvement of relationship manager and borrower experience with sales cloud, financial services cloud, Community, and QUIP.
- Utilizing Fusion Fabric Cloud to provide integration to their vast infrastructure in commercial lending available on CME and LoanIQ.
- Faster time to close loans. revenue growth using predictive analytics.

## Efficient ticket resolution by automating case resolution process for agents and enabling self-service capabilities for employees for a top US multi-national biotechnology company

- Implemented streamlined case feed view and "Get Next" functionality for automated case assignment. Introduced macros to streamline email template selection and optimize workflow efficiency.
- Redesigned employee portal for enhanced compatibility and usability on mobile devices, ensuring accessibility anytime, anywhere. 70% employees NPS, surpassed target of 65%, 45% better time to respond.

## Improved fraud identification system for a US multinational payment card services corporation

Developed a better fraud identification system with higher probability of flagging suspicious transactions and reducing customer resentment from false positives. Reduction in missed revenue opportunity due to accurate flagging. Fraud operation agents' fake positives and false negative rates improved significantly.

# Brillio

## Your partner-of-choice for industry solutions

We possess deep expertise in every facet of industry solutions, making us your trusted partner for navigating the complexities of modern industry challenges, and making the most out of your technology investments. Our journey begins with a thorough assessment of your organization's business landscape, where we uncover insights, identify challenges, and tailor strategies to suit your unique needs. With a focus on precision and innovation, we ensure a solid foundation for success through meticulously crafted starter packages and value accelerators that drive tangible business outcomes across industries. We offer comprehensive services to large enterprises and have remarkable expertise across the entire Salesforce product portfolio to conduct multi-cloud implementation projects for large enterprises at scale.

- Business and technology transformation
- Salesforce health assessment
- Well-defined governance model
- Well-structured managed services model

- Wide range of accelerators
- Extensive industry specialization
- Assessment to determine highest ROI use cases and data readiness

## ABOUT BRILLIO

Brillio is one of the fastest growing digital technology service providers and the partner of choice for many Fortune 1000 companies seeking to turn disruption into a competitive advantage through innovative digital adoption. We help clients harness the transformative potential of the four superpowers of technology: cloud computing, Internet of Things (IoT), artificial intelligence (AI) and mobility. Born digital in 2014, we apply our expertise in customer experience solutions, data analytics and AI, digital infrastructure and security, and platform and product engineering to help clients quickly innovate for growth, create digital products, build service platforms, and drive smarter, data-driven performance. With 17 locations across the U.S., the UK, Romania, Canada, Mexico, and India, our growing global workforce of nearly 6,000 Brillians blends the latest technology and design thinking with digital fluency to solve complex business problems and drive competitive differentiation for our clients. Brillio has been certified by Great Place to Work since 2021.



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