



Salesforce Center of Excellence (CoE) for Public Agencies

Brite Systems' Strategic Framework
for Sustainable Salesforce Innovation.



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Summary

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Public agencies are under growing pressure to modernize outdated systems, strengthen service delivery, and meet rising expectations for transparency and digital access. A Salesforce Center of Excellence (CoE) provides the structure that makes modernization sustainable, scalable, and secure.

Brite Systems helps government establish CoEs that bring governance together, speed up delivery, control costs, and ensure every investment in Salesforce produces measurable public value. Our proven model, trusted by U.S. Housing & Urban Development (HUD), the Indiana Office of Technology (IOT), and multiple state agencies, offers the structure, strategy, and expertise needed to elevate Salesforce from a single-program system to a statewide digital innovation platform.

This initiative gives your organization the ability to modernize more quickly, adopt new capabilities with confidence, and deliver the high-quality services that citizens expect.

CoE Objectives

01 – Establish Governance & Standards

Define a scalable, compliant Salesforce governance model including design standards, security frameworks, DevOps practices, and data stewardship.

02 – Improve Cross-Agency Collaboration

Create a central body to coordinate priorities, share reusable assets, and eliminate siloed development.

03 – Enhance Delivery Consistency

Implement platform architecture oversight, release management processes, and best-practice development standards aligned to public-sector needs.

04 – Increase Platform Value & Adoption

Support training, user enablement, community of practice, and proactive change management to drive strong adoption.



Scope of the Project

➔ Inclusion

- Establishment of a Salesforce CoE governance model
- Enterprise architecture standards and documentation
- Platform security and compliance best practices
- Backlog management and release governance
- DevOps, CI/CD pipeline design, and deployment standards
- License optimization and org strategy guidance
- Cross-agency collaboration structures and reusable asset library
- Training, onboarding, and user enablement programs
- Ongoing continuous improvement framework

➔ Exclusion

- Custom software products outside the Salesforce ecosystem
- Non-Salesforce marketing or communication platforms
- Procurement of third-party systems
- Non-Cloud infrastructure management

➔ Key Deliverables

- CoE Governance Framework: Roles, decision rights, operating procedures, and multi-tier governance structure.
- Enterprise Architecture Standards: Data model, naming conventions, security policies, integration patterns.
- Release & DevOps Model: CI/CD pipelines, testing/release processes, automated quality checks.
- Cross-Agency Collaboration Hub: Knowledge portal, documentation library, reuse catalog.
- Training & Enablement Plan: Playbooks, onboarding guides, and center-led training programs.
- Roadmap & Org Strategy: 3–5 year roadmap for growth, platform expansion, and modernization priorities.



Methodology

01

Planning & Assessment

Conduct discovery sessions, assess current org(s), identify inefficiencies, document governance gaps, and evaluate security posture.

02

CoE Framework Development

Define governance bodies (Steering Committee, Governance Board, Delivery Teams), create standards, and establish DevOps and release processes.

03

Implementation & Operationalization

Launch governance meetings, deploy CI/CD pipelines, standardize workflows, set up the knowledge portal, and consolidate org strategies.

04

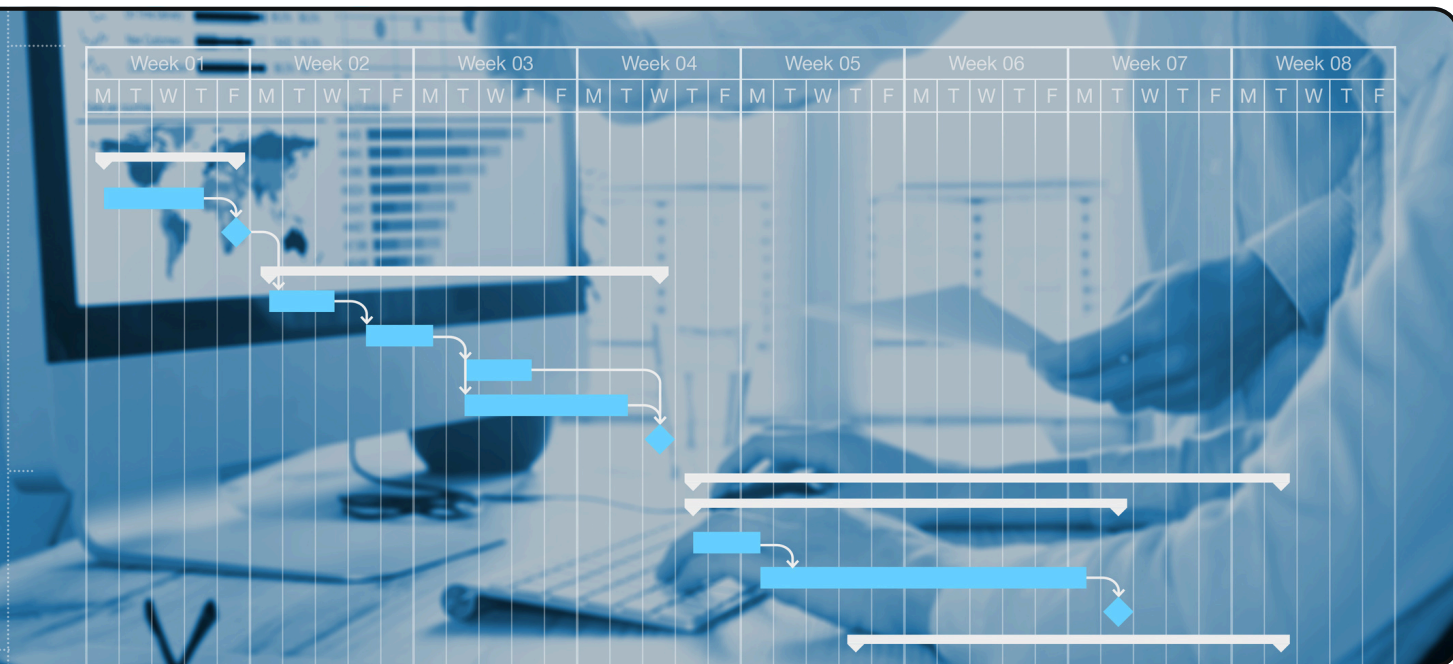
Monitoring & Optimization

Track KPIs for delivery efficiency, adoption, technical debt reduction, compliance, and platform performance.

05

Continuous Improvement

Evaluate outcomes, refine processes, and expand the CoE to additional agencies, programs, and modules.



Sample Timeline

Phase	Start Date	End Date	Key Milestones
Planning & Discovery	Month 1	Month 2	CoE charter, maturity assessment
Framework Development	Month 3	Month 4	Governance model, architectre standards
Implementation & Enablement	Month 5	Month 9	CI/CD, release model, collaboration hub
Optimization	Month 10	Month 11	KPI dashboards, refinement
Expansion & Statewide Scale	Month 12	Month 12	Roadmap approval, onboarding of next program

Stakeholder Engagement

→ Executives & Program Leadership

Provide strategic direction, approve roadmap, confirm enterprise-level priorities.

→ Platform Owner / Governance Board

Owns design standards, data governance, security, release approvals.

→ Agency Product Owners

Manage program-specific backlogs and provide operational requirements.

→ Brite Systems Delivery Team

Architects, developers, analysts, testers — provide strategic oversight, technical leadership, implementation support and guide best practices.

→ End Users & Operational Staff

Adopt new workflows, participate in training, provide feedback for continuous improvement.

Expected Outcomes

01 Unified Salesforce Governance

A scalable, repeatable enterprise governance model that enables consistent decision-making across agencies.

02 Improved Efficiency & Standardization

Streamlined processes, reusable components, and standardized architecture that reduce technical debt.

03 Accelerated Delivery Cycles

DevOps, CI/CD, and structured release management that shorten time-to-delivery and reduce deployment risk.

04 Strengthened Security & Compliance

Centralized security monitoring, audit readiness, and alignment with public-sector frameworks (NIST, FedRAMP, HIPAA, CJIS).

05 Cross-Agency Collaboration

Knowledge sharing, consolidated contracts, and a unified governance body that reduces cost and improves service delivery.

06 Long-Term Sustainability

A CoE that enables continuous improvement, supports new programs, and ensures the platform remains future-ready.



U.S. DEPARTMENT OF HOUSING & DEVELOPMENT (HUD)

SALESFORCE CENTER OF EXCELLENCE (COE)

HUD's Challenges:

- **Lack of Governance:** Inconsistent Salesforce standards and compliance issues.
- **Low User Adoption:** Limited training and support hindered usage.
- **Poor Data Quality:** Inaccurate, inconsistent data across systems.
- **Slow Deployments:** Manual processes delayed software releases.
- **High Costs:** Inefficient license and resource management.

Services by Brite Systems:

- **SSO Implementation:** Enabled seamless access across seven HUD Salesforce orgs.
- **Release Management:** Oversaw 200+ releases, coordinating six vendors and 70+ developers.
- **Knowledge Portal:** Built a hub for collaboration and information sharing.
- **CI/CD Expansion:** Scaled CI/CD from 2 to 10 apps, standardizing workflows.
- **Org Strategy:** Led org migrations to streamline processes and improve efficiency.

Engagement Outcomes:

- **Governance & Compliance:** Established Salesforce governance frameworks and best practices.
- **User Adoption:** Developed training programs and resources to enhance user engagement.
- **Data Quality:** Implemented data governance policies for accuracy and consistency.
- **Automation & Scalability:** Integrated CI/CD tools (GitLab, Jenkins) and scalable solutions.
- **Cost & Security:** Optimized licenses to reduce costs and provided cybersecurity support.





STATE OF INDIANA OFFICE OF TECHNOLOGY (IOT)

SALESFORCE CENTER OF EXCELLENCE (COE)

IOT's Challenges:

- State agencies were on multiple contracts
- Lack of governance and collaboration
- Siloed platform development

Services by Brite Systems:

- Streamlined communication between Indiana state agencies and IoT by creating a Salesforce LC/NC CoE Governance Committee.
- Consolidated Salesforce contracts.
- Established IoT Governance and Best Practices guidelines.
- Created a delivery framework for LC/NC Salesforce solutions.
- Developed a 5-year roadmap with a strategic plan for LC/NC Salesforce future growth.

Engagement Outcomes:

- Increased efficiency and productivity among the state agencies using Salesforce.
- Enhanced Salesforce license optimization under one State Enterprise contract.
- Increased cost savings on building and supporting user-friendly business solutions.
- Reduced technical debt across state agencies.
- Fostered collaboration between state agencies.
- Established the Salesforce CoE as the focal point for all Salesforce solutions.





Let's Work Together ↗

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