

# Accelerating Customer Success with Salesforce.com

Salesforce.com is the customer success platform of choice for many organizations. When it comes to getting the most out of this powerful tool, experience matters. Marlabs' Salesforce.com practice helps clients get the best out of their Salesforce investments. Through the combined capabilities of Marlabs and ET Marlabs—a Salesforce.com Gold Cloud Alliance partner—we offer implementation, customization, integration, and maintenance services for Salesforce Sales Cloud, Service Cloud, and Desk.com. We have deep expertise in Salesforce custom application development using Force.com and in building mobile applications.

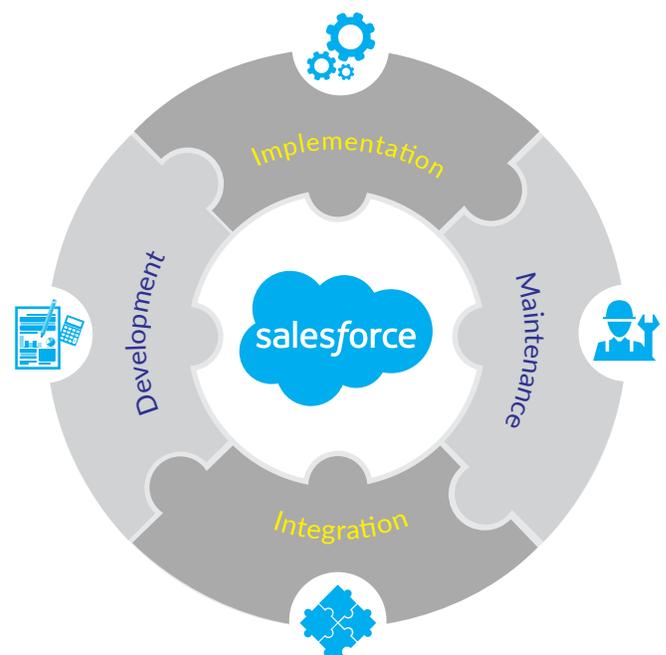


- Salesforce.com Gold Cloud Alliance partner
- Experience gained over delivering 380+ successful Salesforce projects
- 96% Salesforce-certified delivery team
- 100+ Salesforce certifications
- Recognized as 'Best Implementation Partner - FY15' by Salesforce India

## End-to-end Salesforce services

We offer end-to-end Salesforce services to address the business requirements of our customers—customizing and implementing Salesforce, developing applications, integrating Salesforce with other applications, and maintaining the applications. Our Salesforce experts employ best practices to enhance performance and increase adoption.

Being a one-stop-shop, our customers benefit from not having to deal with multiple vendors and contractors. With the experience we have gained over several Salesforce.com projects across industries and types of organizations, we are able to help our clients realize the benefits of their investments faster. Our unique sprint-based approach where end-users are brought in at the end of each sprint ensures that feedback is incorporated as we go along, and there are no surprises at go-live.



## Salesforce Implementation/Rollout Services

Getting the best out of a Salesforce implementation requires clear, strategic goal setting and planning. Marlabs' Salesforce implementation services simplify the process by working with our clients to understand their unique business context and technical landscape and then developing a strategy for swift and cost-effective implementation. Capabilities include:

- Business process modelling in Salesforce
- Workflow management through triggers, workflow processes and custom Apex modules
- Setting up of profiles and users
- Data setup/upload
- Defining and mapping role hierarchy for organization
- Defining OWD, public groups, sharing rule
- Creating and deploying templates (emails/ letterheads), workflows and approvals, reports and dashboards

## Custom Application Development

Marlabs has extensive experience developing and customizing Salesforce solutions to suit the business needs of our clients. We can develop and integrate complex Salesforce applications and also customize and extend existing applications. Capabilities include:

- Developing and customizing Salesforce solutions to suit the business needs of clients
- Developing complex Salesforce applications; customizing and extending existing applications
- Leveraging Salesforce products developed at Marlabs COE
- Evaluating and customizing products on the Salesforce App exchange
- Leveraging Salesforce Chatter and its API to increase collaboration.

## Application Integration

Marlabs can help integrate Salesforce with existing on-premise applications or other cloud applications. Based on the client's business requirements, technical landscape, and time constraints, our experienced consultants recommend the best integration approach.

- Comprehensive enterprise integration solutions using ESB, ETL and custom frameworks to fit the overall architecture of the customer

## Case Study: Implementing a Salesforce Service Cloud to integrate the entire sales and services for a leading tire manufacturer

ET Marlabs recently integrated the entire sales and services for a leading tire manufacturer with presence in global markets using Salesforce Service Cloud. The client wanted an effective CRM for all of their sales, services, and marketing needs, with strong mobile capabilities. Their business processes were scattered across systems and the data was being captured on Excel sheets. There was no visibility into sales activities of sales agents, and field agents had no visibility into stock or discount schemes. We implemented Salesforce Service Cloud, also integrating it with SAP to give field agents insight into sales actuals, inventory stock, pricing, etc., to aid their sales process and a custom mobile app.

As a result, the client now has visibility into sales activities of the field agents. They are able to enable the agents better and drive sales by using the insights gathered. They can also engage dealers and customers effectively by collaborating with them on communities.

## Case Study: Contract management system for an NYC-based leading provider of real-time online advertising platform

Marlabs developed a contract management system, which extends the built-in approval process of Salesforce. The system allows for full control over the approval flow by the contract admin, thereby reducing the possibility of clogged approvals, orphaned approvals, and reducing user frustration. It is a robust framework built within the Salesforce platform as a native application with integrations with third party document management systems like Box.com and Alfresco. The auto assignment of approval flows for common scenarios reduced the overall customer onboarding time from 7 business days to 2 business days. The exhaustive audit trail allows the management to see comprehensive reports and dashboards on the progress of the contract and make adjustments in real-time. It also provides internal and external auditors tools to get all the information they need for SOX and other audits through pre-configured reports.

- Enterprise middleware based integration solutions for Salesforce using ESB (Enterprise Service Bus) tools like Tibco, Mulesoft, and WSO2
- Custom integration frameworks for Salesforce using SOAP and REST based Web services
- Data integration solutions for Salesforce using ETL tools like Informatica, Talend, and Dell Boomi.

## Case Study: Integrating Windows based desktop application with Salesforce.com

Automation and relational database tools used by customers have changed the way the event floor plan management industry manages exhibitor data and booth sales. Today the customer brings even more automation and organizational tools to assist marketing and sales

efforts while continuing to optimize customer service. A leading provider of software for event floor plan management wanted to integrate their Windows based desktop application with Salesforce.com. Marlabs provided the solution that used a rigorous three-phase development methodology to accommodate the client's requirements. Integration with Salesforce increased operation efficiency and ROI of their clients.

## Maintenance

Management post implementation is important for getting the best out of Salesforce investment. Marlabs has a well-defined approach for providing Salesforce maintenance services. Our Salesforce experts employ best practices to enhance performance and increase adoption.

- Well-defined approach for maintenance services
- Effective support in an admin role completely replaces clients' need for an internal Salesforce admin
- Maintenance includes resolving open tasks, assessing usage, updating the records regularly, taking back-ups, etc.
- Continuous maintenance services allow clients to focus on their core business.

*"We initially contacted five India-based Salesforce authorized Developer Partners as well as three prominent US-based Developer Partners in our search for a new partner to take over our developmental needs on our existing org. ET Marlabs provided the fastest response, the most information relevant to our inquiries, and clear, accurate details in their answers to our questions. After engaging their services, they have continued to perform similarly, accommodating our urgent requests, performing tasks as scheduled, and providing post-call summaries and weekly PDF status reports. They have far exceeded our expectations in performance, communications, and responsiveness. In short, we feel they have bent over backwards to help us and they've done it for far less than their US-based counterparts would've charged. Highly recommended."*

Greg Stein  
CEO, Closet Factory

## Why Marlabs?

We are best positioned to help you get the best value out of your Salesforce.com investment because:

- We have proven, deep expertise in the Salesforce platform, as demonstrated through our several successful global engagements
- We provide end-to-end services: implementation, customization, integration, and maintenance: A one-stop-shop for your Salesforce needs
- We are passionate about your success and are more agile than our peers.

*Marlabs helps drive digital agility for our clients. We deliver innovative business solutions using digital technologies such as cloud, mobile, analytics, Internet of Things and social. With a dedicated team of over 2,100 associates, a network of delivery centers in USA, Canada, Mexico and India, and strong partnerships with industry leaders, Marlabs offers a wide range of IT services across industries. Through our emphasis on quality driven by CMMi, PCMM, ISO 9001-2000, ISO 27001 and SSAE 16 Type II best practices and a customer-centric client engagement model, Marlabs has achieved a dependable track record of meeting high standards of excellence in every customer engagement. This has resulted in several awards and recognitions, including being consistently ranked in the Deloitte Technology Fast 50 and Fast 500 programs. Marlabs is headquartered in New Jersey, United States.*

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