



Migrating Your CRM to Salesforce.com

Let Us Help You Succeed with Our Tools and Business Case/Metric-Driven Approach

The benefits of migrating to the Salesforce Cloud solution are significant—but you must avoid the pitfalls

Today, regardless of what industry you operate in, the Cloud reflects the convergence of three worlds: consumers, business and technology. To be successful, your company must understand the changing requirements of all three. For instance, the increasing use of Social Networking and mobile devices means that companies must adopt new ways of working with both customers and employees. At the same time, businesses

are experiencing cost reduction targets as well as rapid time-to-market pressures like never before.

The technology that supports these new ways of working is evolving almost on a daily basis. Open-source software, virtualization technology, Cloud-based process automation, analytics solutions, bandwidth availability and storage capability are a few examples which will continue to evolve. Meanwhile, on-premise solutions will increasingly struggle to adapt to these advances in technology and the benefits they can deliver in today's fast-paced business environment.

Your Challenges

- Do I have a business case to migrate to Salesforce.com?
- What are the value drivers and benefits?
- How do I measure and quantify them?
- How do I make the right decision with regards to process changes and harmonization to create a balance between functionality and time to market?
- How do I define an implementation roadmap that considers the business and IT factors that deliver value quickly?

Solution

- Business and technical considerations factored into creating a migration roadmap by defining the business case, prioritized functional capability, and refining/ harmonizing processes to smoothly onboard the Salesforce.com platform

Key Benefits

Cognizant's Salesforce.com Migration Services can help you capitalize on the Cloud by offering the following benefits:

- **Speed:** Cognizant's Salesforce.com Transform Toolkit enables 20- 30% reduced migration time
- **Operational Excellence:** Create the right operational model, be more efficient and realize the benefits of Salesforce.com
- **Deploy Successfully:** Build a sustainable CRM platform by delivering a comprehensive strategy to manage complex Salesforce.com deployments ensuring enhanced business governance
- **Reusable Templates:** Pluggable bolt-on modules with pre-built data mapping, such as Loyalty, Order Management and Invoicing reduce costs and speed time to market by 60-70%

Cloud's promise of agility and adopting an OpEx cost model in place of CapEx are the primary factors driving businesses to embrace Cloud technology in their search for business transformation. But besides offering the latest technology at reduced costs, the latest Cloud solutions promise even more business benefits.

For instance, successful migration and adoption of Salesforce.com enables:

- Collaboration between customers, employees and consumers
- Analysis of social and transactional information needed to produce comprehensive customer insights that can drive sales, marketing, customer service and product development
- Socialize business-to-business collaboration and engagement experiences
- Broad market outreach and globalization at reduced cost

When migrating to Salesforce.com, consider some fundamental questions to avoid going down the wrong path:

- How will my customers benefit and how can we enhance and communicate this as a competitive advantage?
- Which functional capability should I address first and what needs to be in place to migrate?
- Which license / editions suit me best?
- Are my Service Level Agreements geared to optimally meet my needs?
- Does the solution support analytics?
- How should I decommission incumbent applications and infrastructure?
- What are the business impact considerations and how should I manage this?

Salesforce.com Migration Roadmap: Architecting Your Smooth Navigation to the Cloud

A number of organizations are evaluating replacing their traditional on-premise, heavily customized CRM tools which require costly upgrades. Many are planning to move to a more agile Cloud-based CRM platforms like Salesforce.com.

However, realizing business benefits can be a daunting prospect due to availability of multiple editions, pricing models, partner solutions, single vs. multi-org considerations, and legal issues around geographical data hosting. Consequently you need a trusted partner, one who takes ownership of the end-to-end lifecycle of your initiative, reduces risk and guides you on a smooth journey into the Cloud.

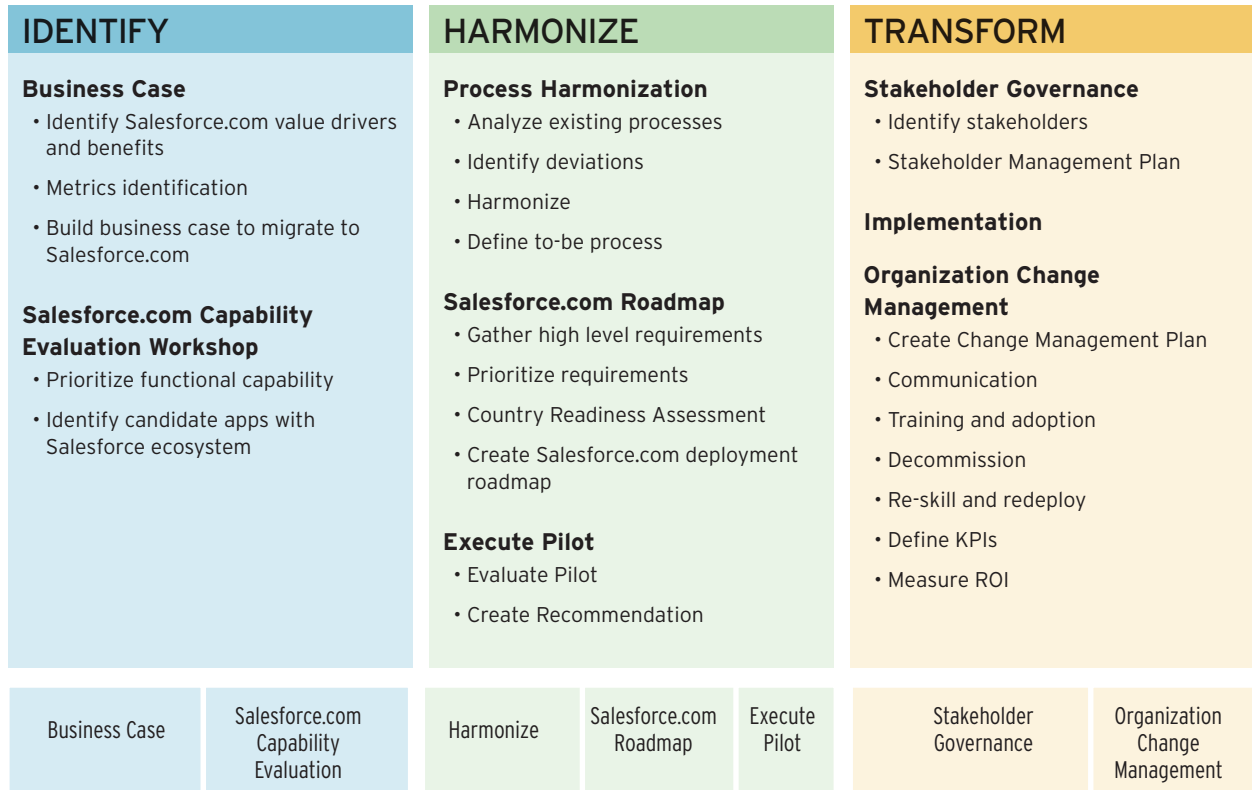
Cognizant's Salesforce.com CRM Migration Roadmap is designed to address all aspects of CRM planning, including Salesforce.com deployment and adoption. It makes your business nimbler and reduces your total cost of ownership. Services include:

- Business Case Preparation
- Salesforce.com Candidate Evaluation
- Process Harmonization
- Salesforce.com Deployment Roadmap
- Stakeholder Governance
- Organization Change Management

Key Features

- Use our proven Evaluation Toolkit to build and identify candidate apps within the Salesforce ecosystem to meet business requirements
- Use the Process Harmonization framework to align process across BU / geographies
- Build a Salesforce.com deployment roadmap incorporating a pilot plan, implementation approach, module / geography prioritization, and more
- Institutionalize an engagement governance structure to define program roles and responsibilities
- Drive understanding of the business experience of today from a human perspective to define the experience of tomorrow
- Define target organization structure
- Decommission plan for incumbent applications and infrastructure
- Workforce attribute transformation
- Define and measure KPIs

Salesforce.com Migration Roadmap: Services Suite for Smoother Cloud Adoption



Why Cognizant?

- Global Strategic Partner with Salesforce
- 350+ trained Salesforce.com consultants with multiple certifications
- Experience in Cloud consulting and Implementing 200+ projects for 75+ clients, many of them Fortune 500
- Cognizant's Cloud Consulting Group, comprised of domain consultants, SMEs and Salesforce.com functional specialists with in-depth experience across numerous successful migrations, roadmap projects and subsequent implementations
- Cognizant has dedicated Cloud Centers of Excellence with a strong specialist base in leading Cloud solutions like Salesforce.com
- We work with the industry leaders:
 - 27 of top 30 global pharma companies
 - 12 of top 25 life and property and casualty insurers
 - 3 of top 10 manufacturing and logistics companies
 - 6 of top 10 North American financial institutions
 - 4 of top 5 online companies
 - 4 of top 10 global media companies
 - 9 of top 30 global retailers





About Cognizant

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process out-sourcing services, dedicated to helping the world's leading companies build stronger businesses. Headquartered in Teaneck, New Jersey (U.S.), Cognizant combines a passion for client satisfaction, technology innovation, deep industry and business process expertise, and a global, collaborative workforce that embodies the future of work. With over 50 delivery centers worldwide and approximately 140,500 employees as of March 31, 2012, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 500 and is ranked among the top performing and fastest growing companies in the world. Visit us online at www.cognizant.com or follow us on Twitter: Cognizant.

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