

Journey to maximizing your salesforce investments

Tackle technical debt and prepare your Salesforce organization for the AI revolution

Technology has always been a catalyst for progress, but the wrong technological choices can lead to technical debts, resulting in increased development costs, delayed time to market, and reduced productivity. Managing technical debt should be a priority for organizations, as it may stem from various factors such as inflexible frameworks, weak architectural practices, inexperienced developers, or outdated designs.

Addressing technical debt in the Salesforce organization is crucial for smooth AI integration. It ensures secure, efficient use of AI technologies like GenAI, enhances system performance, and optimizes workflows by transitioning from custom to standard solutions. This approach also strengthens data security, reduces operational risks, and future-proofs systems and processes, making it adaptable to evolving technologies and business needs

Virtusa understands the importance of addressing technical debt, especially as the demand for digital engagement accelerates. Leveraging our Salesforce practice, we ensure scalability, sustainability, and stability for your platform, optimizing its performance and potential through:

- Migration from custom to standard industry solutions to seamlessly embed Einstein AI into CRM workflows with minimal coding.
- Enhancing performance and scalability to optimize the efficiency of Einstein co-pilot flows and custom prompts.
- Implement tech governance to securely integrate Generative AI into the SDLC process.

Engineering first heritage for lasting improvements

At Virtusa, our engineering-first heritage allows us to address the core issues and provide lasting improvements for your Salesforce environment. Our approach is founded on excellence, and we offer the following advantages:



Pioneering the summit:

As a Salesforce Summit partner, we possess the highest credentials and expertise to ensure your success on the platform.



Mission-critical expertise:

Enterprises rely on our 'enterprise-grade' experiences, approaches, staff, and methodologies, making us a trusted partner for businesses with critical requirements.



Domain expertise and engineering innovation:

Our team combines deep domain knowledge with innovative engineering practices, enabling us to deliver tailored solutions for your unique challenges.



Multi-cloud and multi-technology capabilities:

We have the proficiency to work across various cloud environments and technologies, making us versatile and adaptable to your evolving needs.



Ability to unlock full potential of genAI:

By combining deep industry knowledge with cutting-edge AI tools, Virtusa helps organizations in optimizing operations, improving decision-making, and creating scalable, future-ready solutions.

Maximizing your Salesforce investments with Virtusa's Salesforce practice

Virtusa's program aims to assess your Salesforce organization and recommend a healthier system for your business. The scope of our capabilities includes:

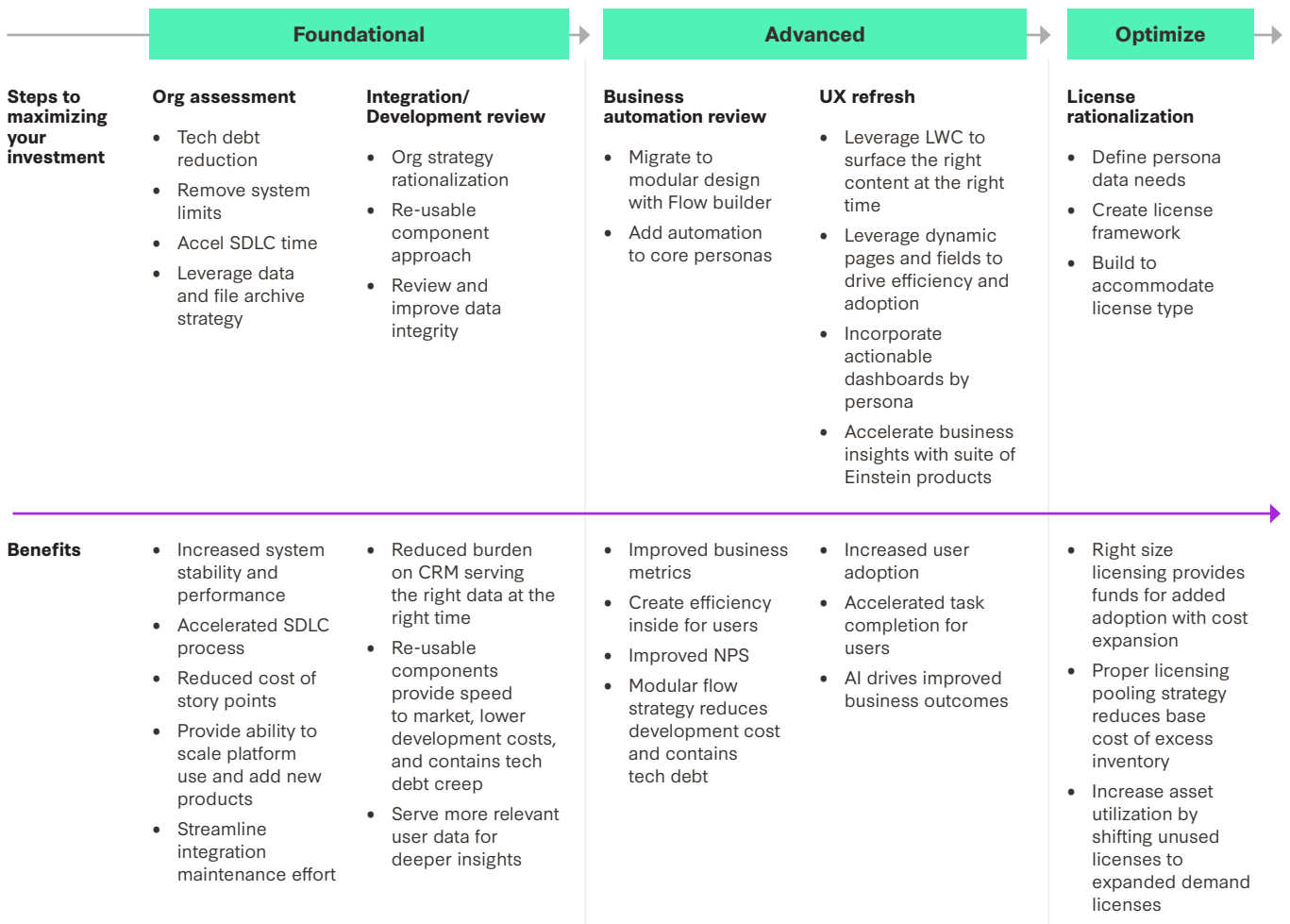
Current state assessment: We thoroughly evaluate your Salesforce organization, considering local, regional, and national aspects to gain a holistic understanding of your operations.

Identifying potential strategies: By analyzing your existing setup, we identify potential synergies and develop a strategy that aligns with your future goals.

High-level roadmap and implementation plan: Based on our assessment, we create a high-level roadmap and implementation plan outlining the necessary steps for improvement and optimization.

Technical execution proposal: Our proposal includes a well-structured team and desired skills required to execute the recommended changes effectively.

Virtusa's Salesforce investment approach



Case studies

At Virtusa, we have a track record of delivering outstanding business outcomes for large enterprises using Salesforce. Here are some of our successful case studies:

- Transformation and enablement of over 50 processes onto Service Cloud for an American healthcare company, improving handle time for specific processes by up to 90% and 30% reduction in the number of front-line contact center staff
- Siebel to Salesforce Migration for a Canadian financial services provider, helping them reduce capex by 25%, customer onboarding time by 30%, and development cost by 20%.