



# Delivering a comprehensive, 360-degree view of your customer through Salesforce Data Cloud

A strong data foundation is crucial because it ensures that an organization has accurate, comprehensive, and accessible data to drive informed decision-making and strategic initiatives. Creating a robust data foundation for CRM and AI with Salesforce Data Cloud involves integrating diverse data sources into a unified customer profile. By connecting structured and unstructured data and utilizing zero-copy ETL with data warehouses like Snowflake and Databricks, organizations can streamline their data management.

This foundation enables the effective application of GenAI by grounding AI prompts in comprehensive Customer 360 data, thereby maximizing the value of AI investments. Additionally, customer data can be leveraged to accelerate the training of AI/ML models, driving enhanced insights and personalized customer experiences.

Virtusa's expertise in Salesforce Data Cloud and Generative AI (GenAI) empowers organizations to fully leverage their data, drive innovation, and enhance customer experiences. We recognize the crucial role that Customer Data Platforms (CDPs) play in maximizing the value of customer data. By effectively implementing and optimizing CDPs, Virtusa helps organizations integrate and utilize their data to achieve strategic goals and gain actionable insights.

# Why clients are choosing Virtusa?

## Proven experience

Successfully completed the first Data Cloud implementation in the US Provider market – unifying 1st party CRM data, Epic EMR data, website, marketing and 3rd party propensity data to enable hyper-personalized patient marketing and engagement

## Salesforce credentials

- Well established and strong Summit partner of Salesforce with industry top quartile delivery NPS scores
- Highly skilled and certified resource pool of over 750+ Salesforce FTEs
- 1:2 certification ratio with over 1800 certifications

## Data pedigree and partner ecosystem

- Highest levels of partnership with AWS, GCP, and MS Azure
- Strong data practice with 1000s of engineers supporting technologies such as Snowflake, Databricks and Tableau

## Digital engineering

- Product engineering and innovation heritage
- Virtusa's xLabs - Innovative emerging technologies

## Strategic partner value

- Client-first mindset / flexible pricing
- Build a reusable, sustainable flexible framework and model

# Capabilities

Our approach to implement a new CDP using Salesforce Data Cloud

## New CDP into the system

### Consideration for introducing a new CDP into the landscape

- Business goals alignment
- Technical infrastructure assessment
- Stakeholder buy-in
- Vendor selection
- Data migration strategy
- Change management

## Maximize CDP usage

### Architecture with multiple platforms to maximize CDP usage

- Interoperable systems
- Microservices and API-first approach
- Composable CDP
- Event driven architecture
- Multi-platform integration
- Data Lake integration

## Best practice patterns

### Recommended patterns for best practice CDP implementation

- Centralized data management
- Data quality and integrity
- Seamless integration
- Privacy and compliance
- Real-time data processing

# Key features of Salesforce Data Cloud

- Deeply integrated and united by metadata, with all aspects of the customer
- Intelligent augmentation into the workflow with AI
- Integrated workflow and business orchestration across any CRM app
- Low code/no code development tools to increase productivity
- Open and extensible, fully customized application
- Easy data hydration and visualizations to discover powerful actionable insights
- Leverages genAI to analyze complex data sets

## Getting started with Data Cloud

We have developed a digestible three option approach to realize the impact of the Data Cloud as a valuable addition to your tech-stack.

Leveraging Salesforce's 10,000 Data Cloud profiles offer, you are not burdened with licensing cost. Choose from one of the following POCs:

### SMALL

Production-ready setup leveraging out-of-the-box standard objects and bundles

- 2 use cases
- 2 data bundle deployments
- 3 data cloud objects
- 1 ID resolution rule set
- 1 data action (SF flows)
- 1 insight builder
- Duration - 5 weeks

**Price: \$75K**

### MEDIUM

Production-ready configuration of three prescriptive use cases leveraging standard objects and bundles

- 3 use cases
- 2 data bundle deployments
- 6 data cloud objects
- 1 ID resolution rule set
- 2 data actions (SF flows + SFMC journeys)
- 1 insight builder or calculated insights
- Duration - 8 weeks

**Price: \$170K**

### LARGE

Production-ready configuration of up to four custom use cases leveraging additional data sources

- 4 use cases
- 2 data bundle deployments
- 10 data cloud objects
- 1 ID resolution rule set
- 4 data actions (flows, SFMC)
- 1 Link OOTB data cloud valid connector (AWS / Azure / Snowflake )
- 1 insight builder or calculated insights
- Duration - 12 weeks

**Price: \$300K**

# Success stories

We helped a leading American enterprise in end-to-end Data Cloud implementation, enabling hyper-personalization and transforming marketing operations. Some of the values delivered were:

- Reduced time spent on gathering customer data and creating segments down from literally days and weeks to a matter of minutes.
- 25% improvement in marketing ROI.
- Improved patient satisfaction scores due to more relevant engagements.

To learn more, contact us today at: [marketing@virtusa.com](mailto:marketing@virtusa.com)

