



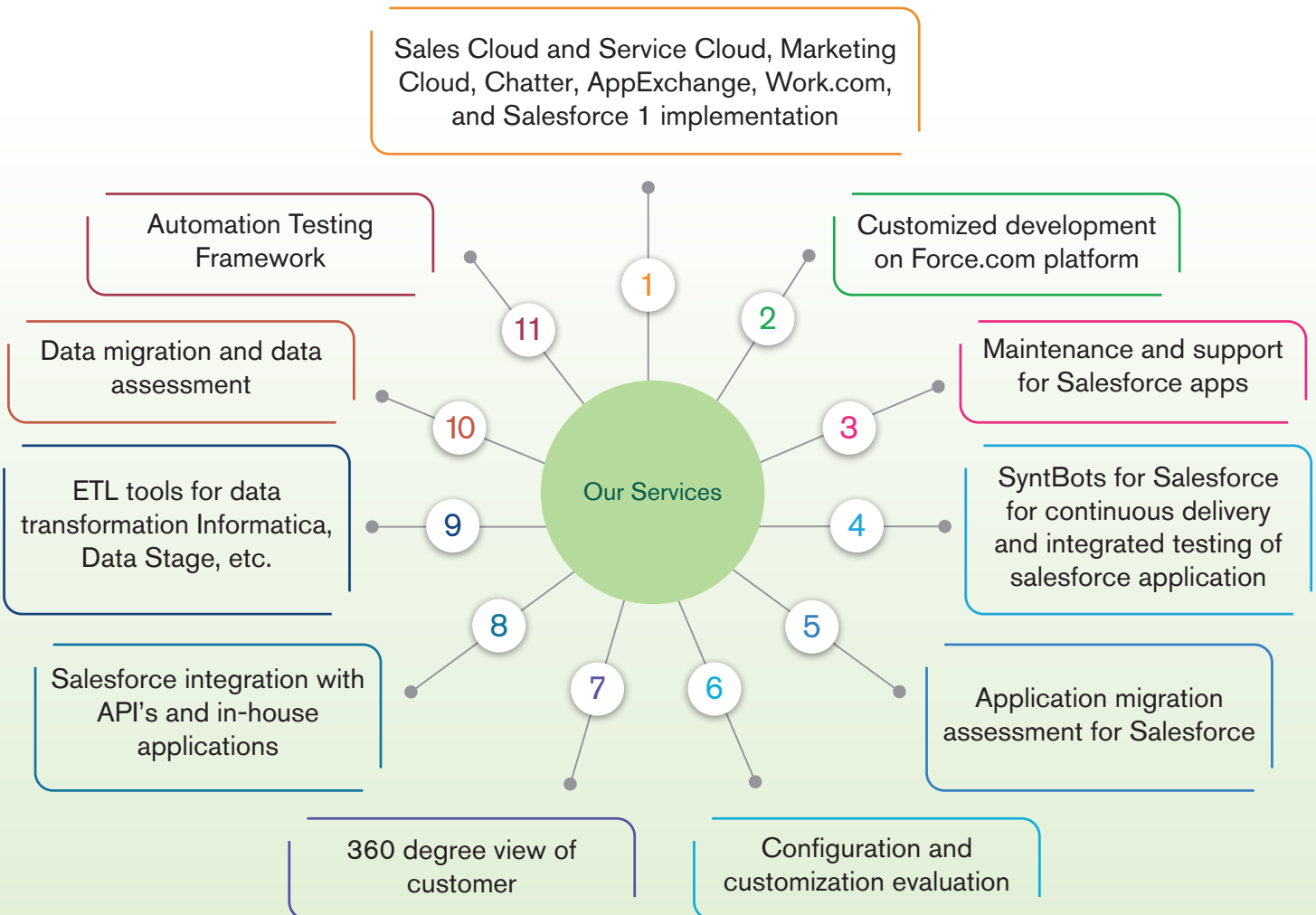
Syntel's Salesforce Practice

As cloud services mature more and more enterprises are adopting public enterprise PaaS platforms. They provide a great solution for rapid application development, especially for external facing use cases. The driving force behind this transformation is Salesforce.com; it has transformed the way companies collaborate and communicate with their customers. Syntel being a Silver partner is a leading end-to-end Salesforce solution and service provider.

Syntel's Solution

Syntel provides end-to-end services for Salesforce solutions across industries. Syntel helps clients throughout the entire solution lifecycle, from determining optimal strategy, through implementation and support in a cost-effective and easy-to-deploy manner. Syntel can manage, architect, build, and deploy multi-lingual sales and marketing Salesforce solutions to support global processes.

Our services compliment the agile development model, where time to market is a critical success factor. We have over 1000+ reusable test automation scripts that facilitate shorter build time for test automation.



KEY HIGHLIGHTS

- Successfully delivered 100+ Salesforce projects
- Over 100 Salesforce Certified Professionals
- Dedicated CoE for Salesforce.com

SYNTEL-SALESFORCE PARTNERSHIP

Syntel is a Salesforce Silver Partner with a successful track record in planning and delivering complex Salesforce.com projects. We have developed over 100 projects on Force.com, including the ones with heavy integration of Salesforce with legacy and in-house systems. We have a huge pool of Salesforce.com certified consultants, delivering innovation and deep cross-industry domain expertise to our client. Our strong governance and project management expertise helps us drive business success for our clients. Syntel's Salesforce offering enables customers to outperform their competitors by increasing their ROI and value proposition.

Salesforce Solutions



Boosting Sales Productivity

- Faster customer onboarding
- Real-time customer insights



Delivering Excellence

- 360 degree view of customers
- Customer service integrated with social platforms
- Advanced reporting and analytics capability



Marketing for Social Age

- Reach out to customers on social media
- Consistent consumer experience across desktop and mobile platforms



Enterprise Collaboration

- Enabling enterprise social collaboration
- Lead information sharing for better cross selling
- Toolkits for collaboration with external stakeholders

Business Benefits

- Enables test-driven development with early defect detection
- 70% reduction in effort for test case creation and generation of test stubs
- Reduction in maintenance effort for Salesforce application object learning and automation scripts
- SyntBots helps reduce manual effort and time to market with high quality, reduced cost, and improved productivity and efficiency

Delivering Excellence

50% Faster Merchant On-boarding for Fortune 100 Financial Services Company

Increased the client's sales effectiveness by hosting their entire Merchant on-boarding solution on Salesforce. This solution reduced the on-boarding time by 40-50%, increased business volume by reducing the acquisition-to-cash time. Since launch, the solution has on-boarded ~95 K merchants with ~11K merchants being on-boarded each month and projected revenue benefits of \$8M+ over five years.

Implemented Salesforce Chatter to Enable Employee Engagement and Merchant Offer Creation for Social Channels for a Fortune 100 Cards and Payment Company

Helped the client realize true enterprise social collaboration by implementing Salesforce Chatter to boost collaboration across technical and business users. Another of our Salesforce-based social solutions for the client, allowed its merchants to create campaigns in a self-service manner and publish them on social channels such as Facebook, Twitter, and Foursquare.

\$1M Sales Growth by Integrating Offers with Google Maps for Fortune 100 Financial Services Company

Built multiple custom applications on Salesforce. The application developed for Small Business Saturday, gave a boost to the client's revenues from small merchants by over \$1M in two months by allowing consumers to discover discounts and offers from local merchants, using their mobile devices or desktops.

Improved Cross Selling by Contact Center Representatives for Leading Mutual Insurance Company

Created a Salesforce Service Cloud based solution to improve Contact Center sales capabilities. We consolidated multiple applications used by Customer Service Representatives (CSRs) for servicing customer queries for different kinds of products. The solution improved CSR productivity by over 30%, improved cross-selling by 25%, and increased customer satisfaction.

Automation Framework Helps Reduce Manual Effort by Over 1000+ Man Hours for a Fortune 100 Financial Services Company

Created a hybrid QTP framework approach to migrate the entire regression and new functionality testing, from manual to automation testing. Also, the team put thorough efforts in preparing an object data library for SaaS user interface object, which can be utilized throughout any module of the application.