

Optimizing Operations, Enabling Agility, and Boosting Customer Satisfaction with Application Management Services

Context

An American provider of industrial automation and digital transformation technologies implemented Salesforce CPQ to support its lead-to-cash key processes such as Quote Management, Pricing, Lead and Opportunity Management, and Case Management. To ensure continued reliability, scalability, and alignment with business goals, they needed ongoing support and enhancements to ensure system stability, user issue resolution, and continuous improvements in Salesforce.

Challenge

- Lack of dedicated support team to triage issues
- Managing unexpected issues, ensuring uptime, and handling operational complexity without delays.
- Balancing new feature development with stability while meeting shifting business demands.
- Ensuring error-free deployments, managing testing environments, and avoiding disruptions during updates.
- Detecting performance issues early, predicting failures, and continuously optimizing without impacting operations.

Solution

- A dedicated team to manage day-to-day operations and promptly resolve incidents to ensure smooth system performance.
- Enhancements and changes are implemented to introduce new features and updates that align with evolving business needs.
- Release and deployment support includes managing testing processes, sandbox environments, and ensuring seamless rollout of updates.
- System performance is proactively monitored to identify opportunities for continuous improvement and platform optimization.

Country: USA

Industry: Industrial automation and information technology

Users: 300

Project Year: 2024

Products: Salesforce Platform, CPQ, Asset 360

Outcomes

- **Operational efficiency** is achieved by minimizing downtime and ensuring quick resolution of issues.
- **Business agility** is enhanced by aligning the system with evolving business requirements.
- **Seamless deployments** ensure that updates are rolled out smoothly with minimal disruption to users.
- **Continuous optimization** is driven by ongoing performance monitoring and improvement initiatives.
- **Improved Customer satisfaction** as a result of effective Incident Management.