

## Deloitte and Salesforce.com Building deep customer connections



### Helping you become a customer-centric company

In today's world of social media and mobile computing, connecting with customers requires meeting them where they are — on the social Web.

Deloitte and salesforce.com® are leveraging the trends of social, mobile, cloud computing, and analytics to help our clients connect with customers in a new ways — ways that emphasize customer focus so much that we call it becoming a “customer-centric company.” Social media is an indispensable channel for connecting with your customers and offers new opportunities for building customer loyalty and growing your business.

Deloitte is passionate and focused on salesforce.com. Our world-class capability and agile methodology can help our clients tackle their most complex business challenges one bite at a time, delivering value fast. We have salesforce.com professionals with deep industry insight and proven customer solutions experience who deliver some of the most inventive and complex projects around the world.

### Deep industry perspective

These days a good idea isn't enough. You need to know how to put it to work in the real world. And that takes knowing industries inside and out.

We've built dedicated teams around each industry we serve, tapping professionals who have spent years in senior positions with leading companies. Their experience brings a strategic and practical perspective on what can work — and what may not. Our teams include many high-profile luminaries who are widely recognized as leaders in their industries, bringing the profound knowledge and cutting-edge insight required to meet today's biggest challenges.

### Deloitte IP adds value

Building on salesforce.com's leading Sales Cloud®, Service Cloud®, and Marketing Cloud™ offerings as well as the Salesforce Platform™, Deloitte has made major investments in cloud computing and customer solutions, developing a broad set of methods, tools and accelerators to help our clients meet their business challenges.

- Deloitte's customized **Social Business Innovation Workshops** help clients in their efforts to take their social businesses to the next level. In these day-long workshops, clients are immersed in a world of information visualization — focusing on critical questions that can drive more value from their social business investments.
- Deloitte's customized **Enterprise Valuemap** ties Salesforce® applications to clients' marketing, sales, and service processes, illustrating how the technology can support shareholder value.
- By customizing a version of the **Contact Center Maturity Model** for salesforce.com users, Deloitte increases the value of its offering, helping clients reduce cost and risk as they accelerate project delivery.

## Deloitte at a glance

- Deloitte was named the winner of salesforce.com's 2012 Partner Innovation Award for Innovation in Customer Service (Deloitte Consulting LLP)
- Deloitte was named a global Leader in Salesforce.com Implementation Services by Forrester
- Deloitte was named the winner of salesforce.com's Custom Cloud Award 2013 for Japan.
- Deloitte is salesforce.com's #1 Service Cloud Partner (Deloitte Consulting LLP 2012)
- Deloitte is #1 for salesforce.com Global Certifications (Deloitte Consulting LLP 2012)
- Deloitte was named a leader in Gartner's Magic Quadrant for CRM Services Providers, Worldwide 2012<sup>1</sup>
- Deloitte is the largest privately held professional services organization in the world based on headcount and breadth of capability, delivering audit, enterprise risk, tax, finance, strategy and operations, human capital, and technology services<sup>2</sup>
- Deloitte is the largest Business Consulting & Advisory organization in the world<sup>2,3</sup>
- Deloitte is the largest IT consulting organization in the world<sup>2</sup>
- Deloitte is the largest Information & Technology Risk consultancy in the world<sup>2</sup>
- Deloitte is on *Fortune* magazine's list of "100 Best Companies to Work For" for the 14th year (Deloitte LLP and its subsidiaries)

<sup>1</sup> Gartner, Magic Quadrant for CRM Service Providers Worldwide, Patrick J. Sullivan and Ed Thompson, September 20, 2012.

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<sup>2</sup> DTT Global AR; DTT Strategy, December 2011.

<sup>3</sup> Includes S&O, HR, IT, Risk, FA, Audit, and Tax advisory capabilities; excludes regulatory audit and tax compliance.

## Deloitte Cloud Computing Services

Strategy and architecture	Systems integration	Data governance	Security, risk, and compliance	Tax strategies
<ul style="list-style-type: none"> <li>• Cloud computing strategy, planning and architecture design</li> <li>• Risk assessment</li> <li>• Deployment/migration planning</li> <li>• Application strategy/rationalization</li> </ul>	<ul style="list-style-type: none"> <li>• Business process redesign</li> <li>• Package implementation and integration</li> <li>• PaaS SDLC</li> <li>• Associated project leadership and change management</li> </ul>	<ul style="list-style-type: none"> <li>• Shape new governance frameworks to align to cloud services</li> <li>• Establish policies that comply with regulations, while keeping data secure and private</li> <li>• Center of Excellence (COE)</li> </ul>	<ul style="list-style-type: none"> <li>• Set the balance between control and efficiency</li> <li>• Protect corporate data and personal privacy</li> <li>• Enforce the required rules, with a focus on "access management" and "trust"</li> </ul>	<ul style="list-style-type: none"> <li>• Adjust tax processes to address potential issues and opportunities</li> </ul>

- Deloitte leverages its deep industry knowledge to build custom applications on the Salesforce Platform to help you in your efforts to increase efficiency, improve user experience, and improve ROI. Some of Deloitte's Force.com applications include:
  - **HR Shared Services** — A cloud-based HR solution that integrates process execution and case management using Salesforce Service Cloud.
  - **Pocketsales Mobile App** — An iPhone app that allows salesforce.com users to view accounts and update opportunities.
  - **Pharma Mobile Solution** — Mobile field sales solution for pharmaceutical industry.
  - **Colingo** — A business intelligence framework for consumer goods companies.
  - **Life & Annuity (Life App)** — Life Insurance Application to help insurers in their efforts to move towards "Straight through processing" and lower "NIGO" rates.
  - **Retail Banking (Bank App)** — A Retail Banking CRM accelerator.
  - **Partly Cloudy** — A Proof of Concept for managing the Quote-to-Order process for complex configuration and pricing that is integrated with SAP.
  - **Trade Promotion Management (TPM)** — A custom application to manage Trade Promotions for Consumer Product Goods (CPG) firms.

## Global leadership

Deloitte's global alliance with salesforce.com helps Deloitte meet the emerging needs of its clients by providing multinational and international companies with mobile, social, and cloud computing capabilities for thriving as a customer-centric company. Global salesforce.com delivery capability is available through Deloitte's network of member firms, including practices in over fourteen countries.

## Learn more

Challenge us to help you innovate, improve user experience and create value from customer operations. Learn more at [www.deloitte.com/salesforce](http://www.deloitte.com/salesforce) or email [salesforce@deloitte.com](mailto:salesforce@deloitte.com).

## About Deloitte

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