

Deloitte and Salesforce.com Advancing social business



Social Business takes shape

Deloitte and salesforce.com are leveraging the trends of mobility, social business, cloud computing, and analytics to help our clients connect with customers, suppliers, and employees in a new and social way. Social business supports changing customer behavior both in the way the organization works with its customers from a CRM perspective, and in the internal ways the organization encourages employees to work together and, in turn, with its partners and suppliers.

With a track record of collaboration and integration, Deloitte and salesforce.com can help organizations in their efforts to achieve their business goals, whether it's through social, mobile and open collaboration in the call center, or enhanced data analysis and interaction with clients. We're at the forefront of social computing and together we're helping clients both create the business processes and build the computing foundation to succeed.

Deep industry perspective

These days a good idea isn't enough. Your customers 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 works — and what doesn't. 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,[®] Collaboration Cloud,[™] and Custom Cloud[™] offerings, Deloitte has made major investments in thought leadership around cloud computing and has developed a broad set of methods, tools and accelerators.

- 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 **Social Valuemap** ties Salesforce[®] applications to clients' marketing, sales, and service processes, illustrating how the technology can support the social enterprise.
- 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 is salesforce.com's #1 Service Cloud Partner (Deloitte Consulting LLP 2011)
- Deloitte is #1 for salesforce.com Global Certifications (Deloitte Consulting LLP 2011)
- Deloitte was named a leader in Gartner's Magic Quadrant for CRM Services Providers, Worldwide 2012¹
- Deloitte is the largest privately held professional services organization in the world with respect to headcount and breadth of capability, delivering audit, enterprise risk, tax, finance, strategy and operations, human capital, and technology services²
- Deloitte is the largest Business Consulting & Advisory organization in the world³
- Deloitte is the largest IT consulting organization in the world²
- Deloitte is the largest Information & Technology Risk consultancy in the world²
- Deloitte is on *Fortune* magazine's list of "100 Best Companies to Work For" for the 13th year (Deloitte LLP and its subsidiaries)

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

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² DTT Global AR; DTT Strategy, December 2011.

³ 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"> • Cloud computing strategy, planning and architecture design • Risk assessment • Deployment/migration planning • Application strategy/rationalization 	<ul style="list-style-type: none"> • Business process redesign • Package implementation and integration • PaaS SDLC • Associated project leadership and change management 	<ul style="list-style-type: none"> • Shape new governance frameworks to align to cloud services • Establish policies that comply with regulations, while keeping data secure and private • Center of Excellence (COE) 	<ul style="list-style-type: none"> • Set the balance between control and efficiency • Protect corporate data and personal privacy • Enforce the required rules, with a focus on "access management" and "trust" 	<ul style="list-style-type: none"> • Adjust tax processes to address potential issues and opportunities

- Deloitte leverages its deep industry knowledge to build custom applications on salesforce.com's Force.com Custom Cloud platform to help users in their efforts to increase efficiency, improve user experience, and improve ROI. Some of Deloitte's Force.com applications include:
 - **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 by leveraging Adobe Flex's user interface to integrate Salesforce with SAP.
 - **Media Solutions (Ad App)** — A custom application to manage ad sales.
 - **Trade Promotion Management (TPM)** — A custom application to manage Trade Promotions for Consumer Product Goods (CPG) firms.
 - **Deloitte's Build Management Engine** — An application designed to manage Salesforce implementations.

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 and open cloud computing technologies for social business. Global salesforce.com delivery capability is available through Deloitte's network of member firms, including practices in over thirteen countries.

Learn more

To learn how Deloitte and salesforce.com can help you in your efforts to grow your client relationships, contact one of the following team members:

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