

Deloitte Digital + Salesforce

Deloitte Digital drives change

What is Salesforce?

Salesforce is the world's #1 Customer Relationship Management (CRM) platform. It offers cloud-based applications for sales, service and marketing for small, midsize and enterprise organisations, with a focus on sales and support. It brings together all customer information in a single, integrated and scalable platform that enables businesses to build a customer-centred business from marketing right through to sales, customer service, and business analysis. This gives businesses a more complete understanding of their audiences to drive business success.

salesforce

Re-imagine your connection with customers

To thrive in the new world of digital, companies need to be faster and smarter, finding new ways to reach customers at every touch point. Success depends on the latest innovations in cloud, analytics, mobile, and social – and a whole new digital mindset.

Now more than ever, it's becoming critical for businesses to understand how to create meaningful experiences that make a positive impact on audiences towards achieving their aspirations.

Deloitte Digital's vision is simple. We empower our clients to reimagine the way they engage with employees, suppliers, and customers. We look beyond the customer - to the human – to help our clients create experiences that build connections to drive loyalty which fuels bottom line results.

Salesforce experience

Deloitte Digital has a long history teaming with Salesforce. This means we work hand in hand with each other, for the best possible outcome for your business. As the Salesforce ecosystem grows, we are expanding our credentials to include leading cloud technology companies - from configure, price, quote (CPQ) to field service management.

Digital technology has changed the face of business as we know it.



Deloitte Digital is here to help you use it to your advantage.

Deloitte Digital uses creativity, technology, strategy, and the power of partnership to help our clients transform impersonal transactions into trusted relationships. It offers innovative tools and accelerators to help simplify the digital transformation from traditional business platforms to cloud-based AI solutions.

Wait...a what?

CREATIVE

Creativity is a behaviour, not a tool, and it must be practiced by the whole organisation, not just one department. That's why we infuse creative thinking, perspectives and services into everything we do.

DIGITAL

Digital is no longer just about technology – it's a new way of thinking that's integral across the business. That's why our digital transformation strategies create effective courses of action, engaging customer experiences, and integrated front and back offices so our clients can flourish.

CONSULTANCY

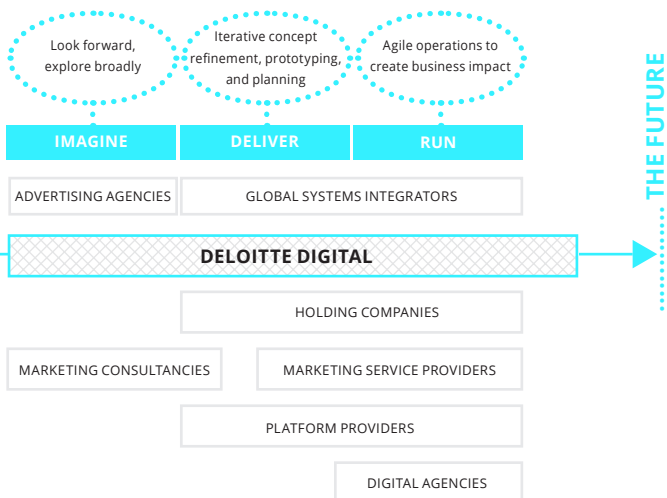
We are anchored by the capabilities and relationships of the world's largest consultancy. We combine leading digital and creative capabilities with the deep industry knowledge, business strategy, technology experience, and data-driven analysis for which Deloitte is known.

When you get
that everything
is branding,
everything
falls into place.



Different is really good

Deloitte Digital is different in four distinct ways – creative firepower, industry perspective, technological experience, and artful engineering. Unlike our competitors, we're a one-stop shop, able to provide true end-to-end capabilities for our clients.



Creative firepower

We've honed our ability to look at complex problems in new ways to help businesses move at the speed of digital. We can infuse your projects with bold, innovative thinking to help you re-imagine customer engagement and business transformation.

We're making significant investments in creative talent and emerging technologies. The creative teams in our studios across the globe, can deliver the high-impact digital experiences that inspire engagement, preference, and loyalty.

We've got global connections



Service offering

Our service offering is based on a broad range of holistic solutions that covers industry-wide applications and includes tailor made customisation where required. To facilitate market entry to the cloud-based environment, we are introducing three Salesforce applications which include Sales Cloud, Service Cloud and Marketing Cloud.

Sales Cloud

Want a big jump in revenues? Sell faster and smarter with the world's #1 sales platform.

The Sales Cloud is a CRM platform that enables you to manage your organisation's sales, marketing and customer support facets. If your company is engaged in business-to-business (B2B) and business-to-customer (B2C), then sales cloud is the service your sales and marketing teams need.

Sales cloud allows you to build artificial intelligence directly into the sales process. Automatically capture data and get instant insights, such as top leads, next steps, and suggested actions. Key features include:

- **Help reps sell smarter with an AI-powered sales platform.**
- **Accelerate productivity with a flexible user experience.**
- **Personalise the customer experience with a 360-degree view.**
- **Close more deals anytime, anywhere.**
- **Optimise the quote-to-cash process.**



Service Cloud

Deliver a smarter, more personal customer experience on the world's #1 service platform.

The Service Cloud is a service platform for your organisation's customer service and support team. It provides features like case tracking and social networking plug-in for conversation and analytics. This not only helps your agents to solve customer problems faster, but also gives your customers access to answers. Using these answers your customers can solve problems on their own. Key functionality includes:

- **Lightning service console.**
- **Workflow and approvals.**
- **Telephony integration.**
- **Automation with macros.**
- **Custom reports and dashboards.**
- **Case management.**
- **Omni-channel routing.**
- **Social customer service.**
- **Account and contact management.**
- **Asset and order management.**

Marketing Cloud

Raise your level of consumer engagement with the world's #1 marketing platform.

The Marketing Cloud provides you with one of the world's most powerful digital marketing platforms. The marketers in your organisation can use it to manage customer journey, email, mobile, social media, web personalisation, content creation, content management and data analytics.

The Marketing Cloud solution enables you to build a single, comprehensive view of each consumer to power 1-to-1 journeys, including:

- **Be consumer-centric.**
- **Connect every interaction.**
- **Market smarter with AI.**
- **Operate with ease.**
- **Manage B2C or B2B.**

Industry perspective

Deloitte Digital offers practical insight from experienced industry practitioners. Our strategic clarity comes from a deep knowledge of the sectors and specific methodologies developed from years of honing best practices.

We are a certified provider of 'Salesforce Fullforce industry solutions'. These offerings include deep specialisation in Banking, Insurance, Life Sciences, Gaming, Healthcare, Manufacturing, Media, Retail and Public Sector. We are also recognised for our innovation in Salesforce Service Cloud, Sales Cloud, Communities, Marketing Cloud and Force.com.

Artful engineering

Customer engagement in the digital world goes far beyond CRM. We can empower your Salesforce implementation with mobile apps, digital experiences, interactive applications, and seamless data integration. New technologies and business models make one to one customer relationships a reality.

Deloitte.
Digital



The Future Is Here

Deloitte Digital enables your brand to find, win, and keep customers in ways you previously only imagined, and that are only now possible.

With a track record of collaboration and integration, Deloitte and Salesforce can help you in your efforts to achieve your business goals, whether it's through social, mobile and open collaboration in the call centre, or enhanced data analysis and interaction with clients. We're at the forefront of social computing, and together, we transform journeys and drive value by helping clients create the business processes and a computing foundation needed to succeed in today's customer-centric world.

Salesforce is the world's #1 Customer Relationship Management platform. It offers cloud-based applications for sales, service and marketing for small, midsize and enterprise organisations, with a focus on sales and support. Sell, service, and market smarter through:



A flexible, open, and adaptable software platform that delivers cutting edge digital technology to drive differentiation, innovation, and outstanding 360° customer engagement.



A cloud-based digital solution that lowers risk and increases value, tailored to the ever-changing customer journey landscape.



An approach that increases speed and agility to meet the increasing needs of sophisticated customers and deliver exceptional customer service, loyalty and advocacy – while extending your company's brand.



A consultancy vision that allows for broad based transformation that delivers immediate value and expands across lines of businesses or channels as needed to deliver on your strategy.



An implementation starting point that gets your company in-market quickly and generates faster ROI.



For more information, please visit: www.deloitte.com/mt/salesforce or contact:

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