

DIGITAL MAKEOVER OF A RENOWNED PUBLISHING HOUSE WITH SUYATI'S SALESFORCE COMPETENCE

THE CLIENT

A US-based self-publishing giant providing technology enabled publishing services to aspiring authors. A client with a huge global presence having around 36 country-specific websites that offer different self-publishing services to its customers. The client has assisted more than 180,000 authors to publish around 225,000 titles. The organization makes publishing accessible and affordable to anyone, anywhere and anytime.

THE BACKGROUND

The client provides customized self-publishing packages to its users, and runs a 24*7 customer support through an internal order portal to on-board new as well as existing customers into self-publishing projects. Salesforce CRM is the business logic container for the client and all customer data gets into Salesforce from various web services. They required a strategic technology partner who can help them in establishing a unified business model to leverage the full potential of Salesforce to procure a strong berth in the self-publishing business.

SUYATI'S JOURNEY WITH THE CLIENT

Our journey with the publishing exponent started 6 years back (in 2010). With much of the workflows and businesses done manually, Suyati's Salesforce experts' primary aim was to bring in automation and speed, while not compromising the cost and time factors. Being keen evangelists of Salesforce, we have implemented the industry best solutions and practices for the Publishing giant. Here's a summary of our major Salesforce achievements for the publishing client.

SALESFORCE SOLUTIONS- THE EVOLUTION TIMELINE:

Implementing a unified business model:

- Used Salesforce expertise to bring in a unified business model and customer view for the publishing company
- Single Instance of Salesforce
- Designed common business flow
- All departments connected using project work items (PWIs)
- Schedule Dispatcher & Apex Logger framework
- App Exchange Apps used –DocuSign, DupeBlocker, Distribution Engine

Introduction of a central message bus

- Introduced a central message bus to manage the flow of data
- The message bus will give instructions on the tasks to be performed
- Brought in Partner API into core services
- Facilitated orchestration of data in core services layer
- Reps as well as customers will get a unified view of all data with the common architecture bus
- Enhanced and improved message bus to move from Flat files to APIs
- With the introduction of message bus, client experienced the richness of integration

Integration of DocuSign electronic signature

- DocuSign for Salesforce enables electronic signature and agreement compliance
- DocuSign integration posed a great challenge with the varying rules and regulations of multiple geographies
- Initially people were reluctant to using DocuSign due to the lack of awareness
- Suyati planned and successfully implemented 21 rollouts for all the 36 branches of the client

Lead distribution automation

- Round robin distribution of leads and contacts for different teams operating in different parts of the world
- This feature facilitates the seamless conversion of lead to opportunity in Salesforce by assigning it to reps based on ranks
- Ensures smooth flow and processing of lead data flowing in from all the 36 imprints of the publishing client
- We configured the Distribution Engine App to manage the leads and contacts coming into Salesforce so that they are classified according to their ranks and are converted to opportunities

Freelancer assignment using Geo-location tracking

- Find and plot freelancers closest to an author on Google Maps, considering various grounds such as proximity and freelancer workloads
- User's address will be calculated for its geo-location required for Google Maps parameters
- Integrated two types of search- interactive google maps as well as tabulated search based on keywords
- Smart Geocoding with specific client-based Google Geocoding method
- Freelancer solution was delivered at less than 25% of the cost of other options in the market. It was also done in an impressive 7 days

Value-adds to avoid hardcoding and removing tight integrations

- The revamped architecture removed tight integrations so that migrating to another CRM in future is possible
- Even if the clients are using different technologies and do not want to scrap their existing site, the service layer syncs the existing technology with the back-end, without affecting the workflow
- Converting fixed set of rules to dynamic to facilitate ease of management
- Moved from CommerceServer backend to nopCommerce

Implementation of Royalty models

- Implemented royalty models for each imprints of the publishing house that will help authors manage royalty tasks effectively
- Authors can easily take care of their remunerations, copyrights, and royalties



- Suyati launched the Sales Actifi app in AppExchange after successfully trying out the app with the publishing client
- Sales Actifi is a sales motivation platform that transforms your office into a highly charged, performance-oriented workspace, using gamification and healthy competition among team members
- This native Salesforce App ranks the best performing employees based on specific metrics on a TV leaderboard, and makes for a great tool to encourage employees to improve their day-to-day performance
- Broadcasts important events, leading causes, key proceedings, meeting requests, breaking news, and congratulatory messages, thereby increasing visibility
- Bridges the gap between remote offices and creates a unified and high-performing work culture
- Completely customizable, native and no need of third-party integrations
- Scalable to 1000+ users as of now

OTHER HIGHLIGHTS

Object Security –Profile & Permissions refinements

Security Scan Improvements –for better code utilization and coverage

Apex Logger Framework—for extreme error logging from any parts of Salesforce code

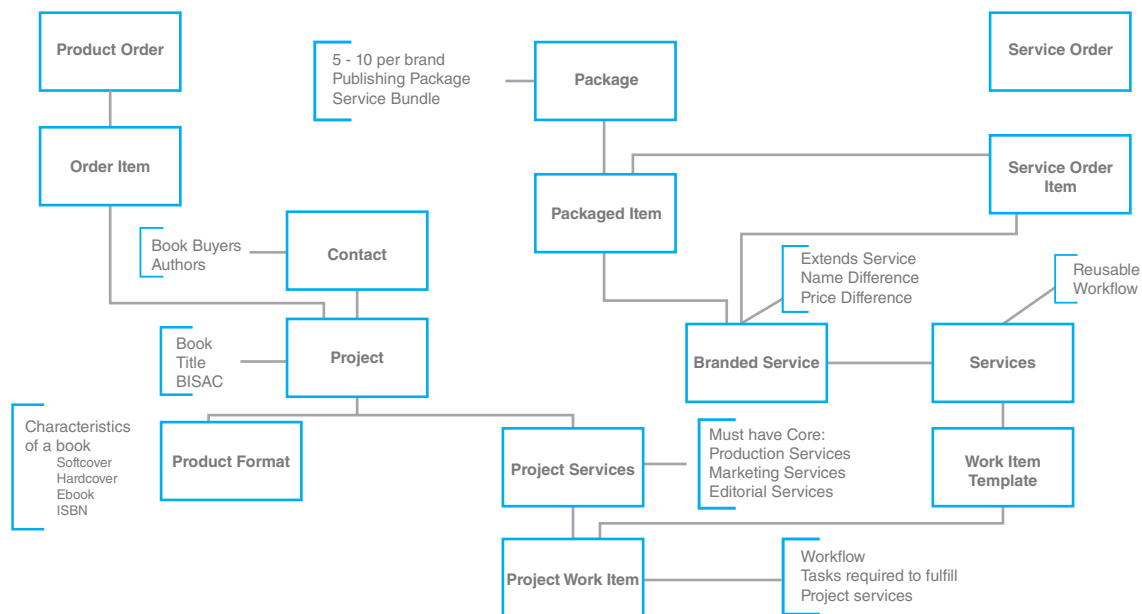
Observer Pattern – for on-demand asynchronous code execution

Apex Trigger Optimizations

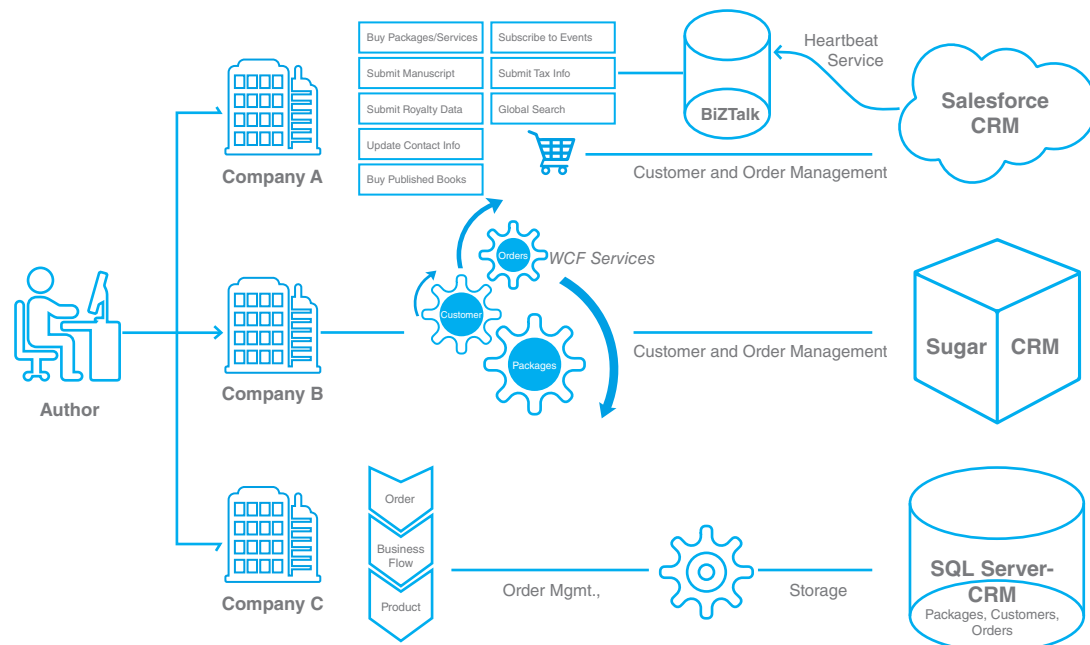
—as business grows, we need to upgrade the code for more streamlined and efficient code execution in Salesforce platform

Version 2.0 –SOA enhancements in Salesforce which will open up web services from Salesforce for third party apps and services to hook into re-using Self-Publishing business logic

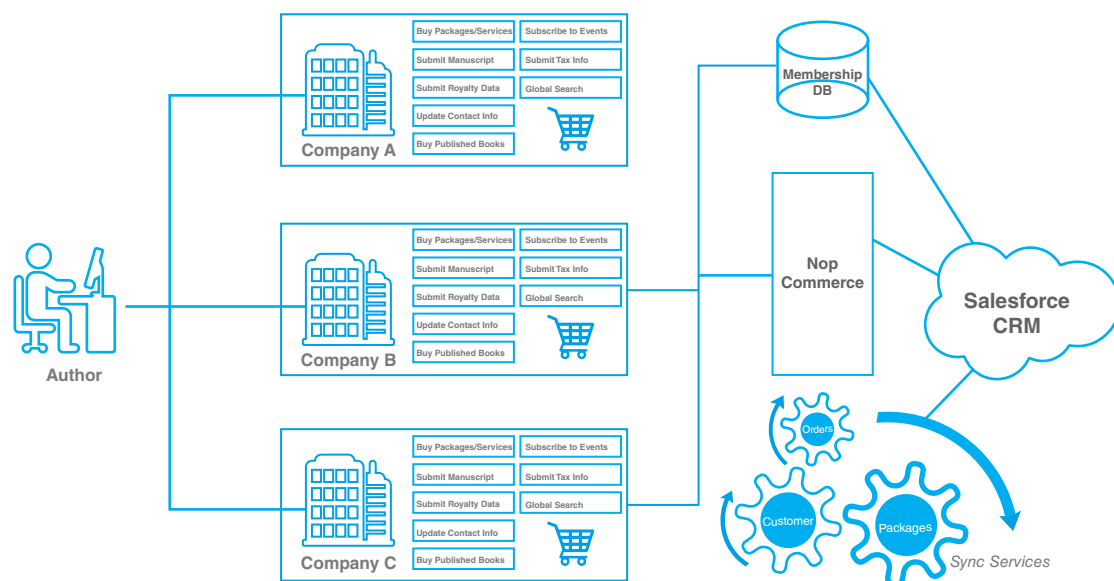
THE REDESIGNED WORKFLOW



PREVIOUS ARCHITECTURE



REVAMPED ARCHITECTURE



WHY SUYATI

- Salesforce partner and ISV Program Partner
- Suyati's pioneering model called Dedicated Global Team (DGT), wherein clients can build their own team within
- Suyati (in-house solutions) and hold the reins of the team in their hands
- Rich skills in Force.com platform and ISV consulting
- Vast expertise and specialized knowledge in Salesforce CRM
- Ability to identify and provide the right resources
- Laying more emphasis on ownership and getting motivated with the business results and outcomes
- More focus and orientation towards business through technology

PROGRESS OVER THE YEARS

Over the years, Suyati's Dedicated Global Team for the client has grown significantly, adding personnel to the team, new projects and more technologies. From a 1 team with just 4 members in 2010, we have grown to 5 teams with 15 members dedicated to support the client. The timeline from the year 2010 to 2016 is below:

Timeline	Team Composition	Technology	Projects Executed: Large	Projects Executed: Medium	Projects Executed: Small	Total number of projects
2010	1 Dev Team (4 Members) + 1 DB Team	Asp.Net, C#, Salesforce, Sql Server	-	1	3	4
2011	3 Dev Team (12members) + 3 DB Team	CommerceServer, Ektron, BizTalk	1	8	12	21
2012	5 Dev Team (20 members) + 1 Architect + 4 DB Team	WCF Service, SOA, Mobile, Cloud Service (Amazon S3)	2	15	21	38
2013	7 Dev Team (28 Members) + 3 Architect + 1 BA + 2 QA + 4 DB Team	Solr Search, TFS Build Automation	4	21	32	57
2014 - 2016	7 Dev Team (28 Members) + 4 Architect + 2 BA + 2 QA + 4 DB Team	TDD, Test Automation using Selenium	7	34	45	86

DB – Database BA – Business Analyst QA – Quality Assurance

OUR ONGOING EFFORTS FOR A BETTER CX

- Improve stability of the existing system by fixing errors
- Bring in more security enhancements
- Design architecture workflows for a better performance
- Ensure 24*7 availability of the platform for the users
- Features to manage compliance risks as the platform evolves
- Make it more reliable, flexible and scalable

ABOUT SUYATI

Suyati provides marketing technology and integration services for companies that wish to combine the best of breed solutions and create a unified approach to customer acquisition. This unified digital marketing approach requires system integration between various CMS and CRM platforms, and a slew of e-commerce, Marketing Automation, Social Media Listening, email and social marketing, and customer service systems. Our specialized knowledge in Salesforce, open source and .Net based systems enables us to build effective custom-integrated solutions for our clients.

Suyati's custom technology solutions have been deployed in companies in the US, Western Europe and Australia, and have helped many enterprises leverage the web/cloud/mobile technologies to acquire customers through integrated digital marketing. Suyati is based in Chicago with product engineering capability out of the US and India.



www.suyati.com



services@suyati.com

