



# DXC Practice for Salesforce

Solutions designed, deployed and  
scaled for your digital transformation  
journey

# DXC Technology and Salesforce - working together



"As one of the largest and most experienced Salesforce partners in Australia, we have been creating innovative solutions together since 2008, enabling our clients to provide an integrated customer, partner and employee experience. As a single partner with all capabilities under one roof, our offerings allow customers to achieve their business objectives through alignment with their digital transformation plan."

**Kevin Sharp**  
DXC Practice for Salesforce, General Manager

**At DXC, the Practice for Salesforce works collaboratively with organisations to deliver integrated Salesforce cloud solutions scaled to meet their unique needs now and in the future.**

# DXC Practice for Salesforce delivers solutions aligned with our customers' transformation objectives

When organisations want to transform, they turn to DXC Technology to help them rethink applications and modernise business operations.

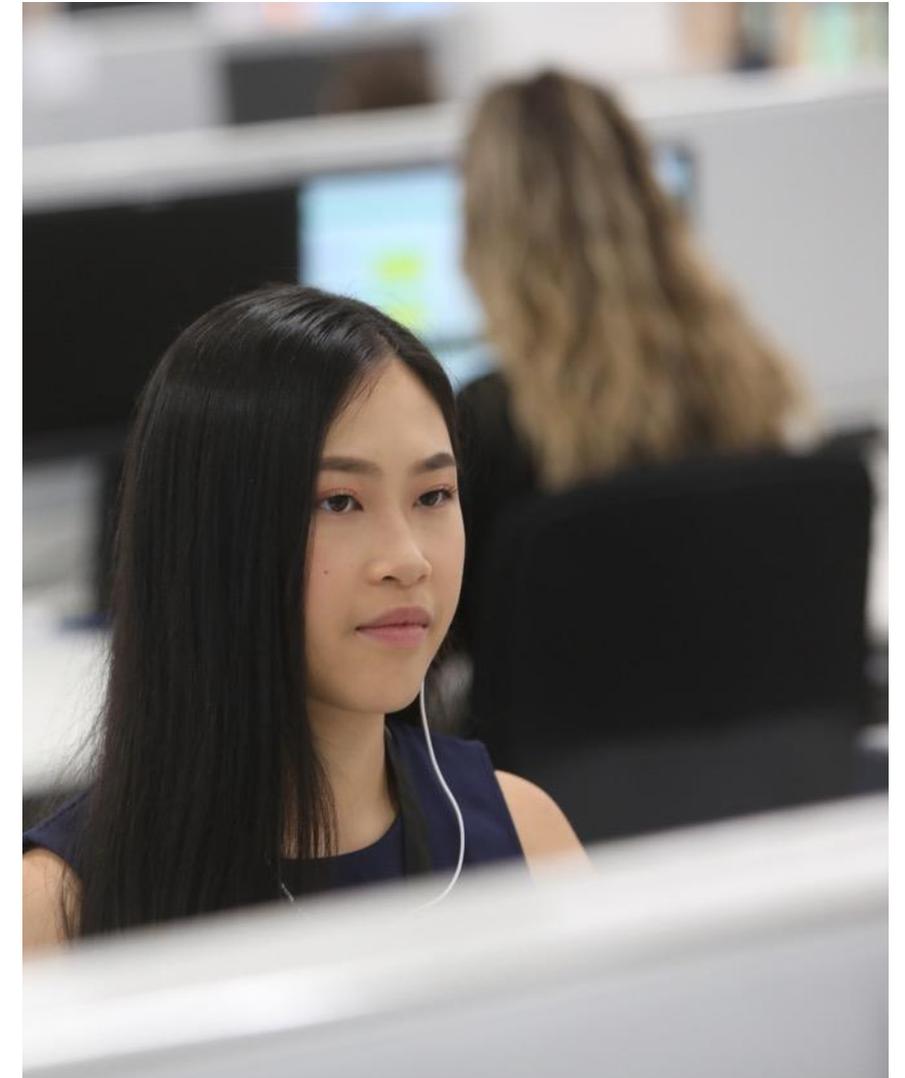
The DXC Practice for Salesforce is a part of the DXC Enterprise Applications Services and SaaS offerings, which sits within DXC's Enterprise Technology Stack.

Our practice partners with customers to deliver integrated Salesforce cloud solutions aligned with their business objectives. We work with organisations to modernise business operations using Salesforce as an experience layer, extracting critical information from core platforms and supplementing this with automation and digital engagement.

Our design methodology minimises unnecessary customisation, enabling organisations to remain in Salesforce's innovation slipstream. We help optimise new technology to grow business, reduce operating costs and transform the user experience.

As a leading platinum Salesforce partner in Australia and New Zealand, we have the agility of a boutique integrator, with the strength and scale of a leading global organisation. We are invested in our people and our customers. As a trusted advisor, we look for creative and collaborative ways to use our ecosystem to deliver sustainable outcomes for customers in the long term. With our flexible approach, we ensure your transformation success.

We account for the strategic, operational, financial and technical considerations and dependencies, drawing on our experience solving similar problems across multiple industries to leverage your Salesforce investment.



# Five reasons why DXC Practice for Salesforce leads the way in business transformation



## Proven track record

We are successful in market with a strong track record in project delivery of over 700 projects for 13+ years in Australia and New Zealand.



## A trusted partner

As a trusted Salesforce Platinum Partner in Australia and New Zealand, DXC has strong relationships within Salesforce including the product team, ensuring that DXC processes are improved and streamlined.



## Adding value in increments

We create customer value with consulting-led thought leadership and methodology as well as deep specialist expertise. We work with organisations to understand their specific challenges, prioritising high value improvements and defining a modernisation roadmap that delivers incremental ROI at each meaningful step on their transformation journey.



## Targeted solutions

We combine our leading portfolio with deep industry expertise across Financial Services and the Public Sector to create solutions targeted at industry needs for maximum business impact. Our managed services provide a complete solution while offering easy interoperability with Salesforce's best in class cloud services.



## We share our knowledge

We look for creative and collaborative ways to give organisations access to the Salesforce ecosystems in order to deliver sustainable, long-term outcomes. We do this by cross-training and sharing our application expertise with our customers so they can become Salesforce experts.

"From the outset, DXC approached this engagement with the mindset of providing value for money, ensuring the right skill set, and an understanding of the whole scope of work. The team challenged our ideas, assisted us in understanding the impacts of decisions, and went the extra mile to meet our emergency timelines."

## Government spokesperson

# DXC Technology's Enterprise Applications Practices help customers develop, integrate, implement and manage enterprise applications.

Our customer engagement is based on four important focus areas that we know drive sustainable business improvements and maximise application value.

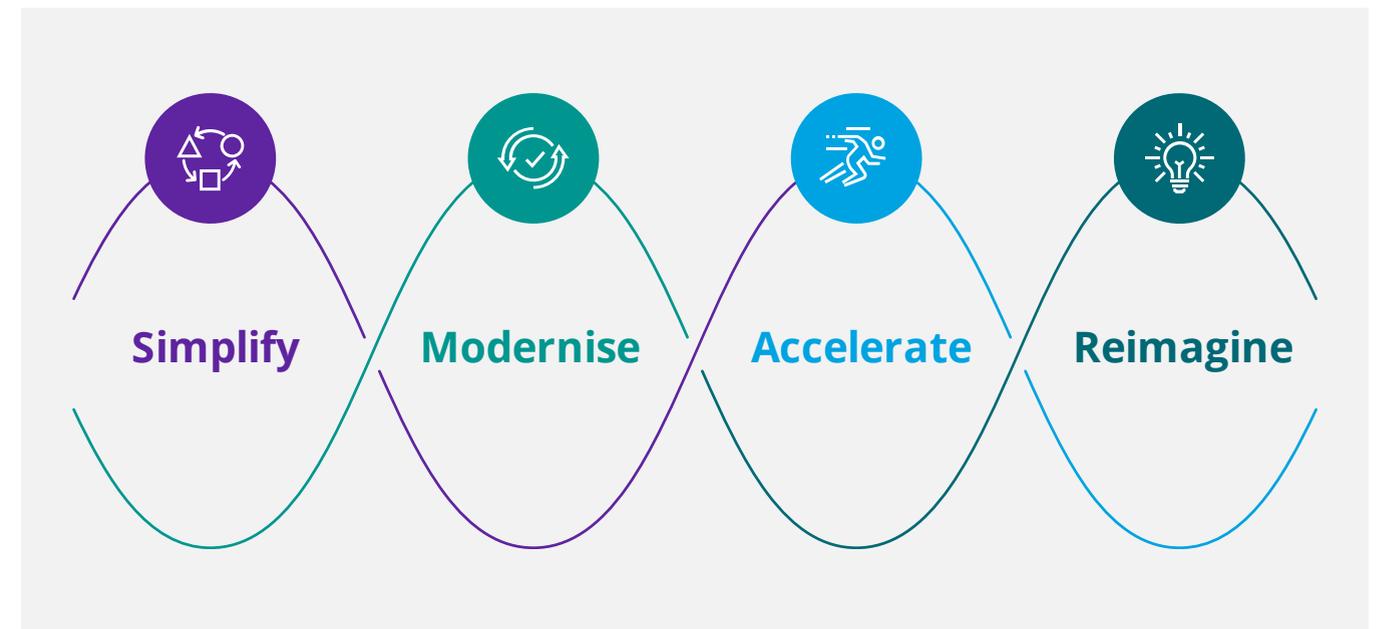
These guiding principles transcend individual technologies. They are business outcomes that link directly to our customers' strategic intent and plans.

**Simplify** IT platforms and remove complexity to help operations run more efficiently, drive out costs and remove technical debt.

**Modernise** to reduce risk and optimise the business for better agility and resilience in response to disruption.

**Accelerate** time to market, drive business process improvements enabling rapid business growth and improve employee and customer experiences.

**Reimagine** new possibilities in response to changed business rules with innovation from the ground up and the top down.



We use these principles to rethink enterprise applications and deliver services and solutions that transform business.

# Business transformation - simplify



We implement agile transformations to improve the customer experience. Organisations who experience the most success achieving this goal address the needs of their workforce along the way.

DXC understands highly complex business models and ensures customers can leverage engines of innovation such as the cloud to improve the agility, speed, and efficiency required to manage resources in a new, cost-effective and dynamic way.

DXC adopts a flexible approach to ensure transformation success. We account for strategic, operational, financial and technical considerations and dependencies, drawing on our experience solving similar problems across multiple industries.

We help customers simplify their operating environment by transitioning their business processes to an integrated Salesforce platform, providing a single customer view and eliminating the swivel chair interface in crucial business processes.

DXC understands how to simplify organisations' operating environments with integrated Salesforce cloud solutions and ongoing managed support services. We help you gain the most from your Salesforce-led business transformation program by streamlining business processes to ensure that all within your organisation are aligned, with a particular focus on Sales, Marketing, Experience, Service Cloud and MuleSoft integration technologies.

“Right from day one, the DXC Salesforce team was able to quickly establish a trusted working relationship with us that was maintained throughout the project. Their real-world pragmatism allowed us to get more value from the engagement than what was initially proposed, and their collaborative approach meant we were across everything and felt in control, at all stages of the project.”

Kate Cornick,  
Chief Executive Officer, LaunchVic



## Case Study: LaunchVic

Established by the Victorian government in March 2016, LaunchVic is an independent agency responsible for growing Victoria's startup ecosystem.

LaunchVic identified the need to better inform government policy and improve community services through the implementation of a cloud-based solution enabling data-driven decision making and increased stakeholder engagement. With a high reliance on manual data entry, reporting and analysis on disparate third-party applications and data sources, LaunchVic was looking to improve the user experience.

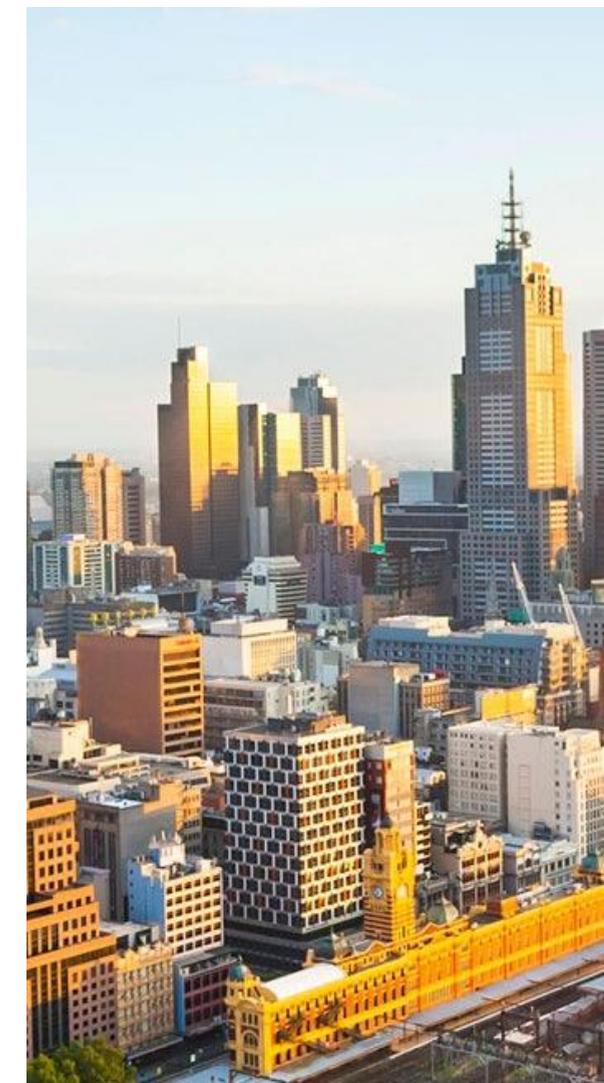
### How DXC helped

- Salesforce CRM
- Salesforce Marketing Cloud
- Comprehensive documentation and hands-on training

### Business Outcomes

- Increased efficiency and stakeholder engagement with enhanced user experience
- Targeted, personalised and more effective communications
- Data-driven decision-making enabling improved community services

### [Read case study](#)



"DXC stood out as a great service provider as they demonstrated extensive knowledge and experience of Salesforce Marketing Cloud, especially when working with Solar Vic to overcome unexpected challenges throughout the journey. The deliverables have setup a strong foundation for Solar Vic; bringing service excellence to its customers and stakeholders."

Ginger Yeh,  
Delivery Lead, Customer Experience, Solar Victoria



## Business transformation - modernise



DXC helps organisations navigate the uncertainty of today and achieve competitive advantage by modernising business operating models.

Transition safely and appropriately to the cloud while maintaining connectivity to core legacy platforms. Using Salesforce as an experience layer, your organisation can modernise its business operations, extract critical information from core platforms, including billing and ERP, and implement automation and digital engagement.

DXC leverages its practices to provide a comprehensive solution getting the best out of each platform.

Our design methodology actively minimises unnecessary customisation, enabling organisations to remain in Salesforce's innovation slipstream. This results in a clean data architecture that supports scalability and performance.



## Case Study: Solar Homes

Solar Homes is a Victorian State Government program provided by the Department of Environment, Water, Land and Planning for Citizens to receive rebates for investing in Solar Energy solutions for their homes. In order to bring service excellence to their customers and stakeholders, the department needed to build a scalable platform, with automated key processes for Victorian citizens to self-serve and manage their solar and hot water rebates.

### How DXC helped

- Redesigned the application process to reduce customer touchpoints
- An end-to-end technology stack comprising of two Salesforce orgs, each integrated with an identity management system and numerous modular services orchestrated and integrated via MuleSoft
- Authenticated portals on Salesforce Community Cloud for retailers and installers
- Integrated platform - biometric scanning, AI enabled identity matching, automated document reading (OCR) and integration with DELWPs internal and external systems (single sign-on, telephony)

### Business outcomes

- An end-to-end customer process blueprint with risks identified and mitigated throughout the design
- An end-to-end digital, mobile first and customer centric Solar rebate platform
- Rebate application processing times reduced from weeks to hours
- An installation auditing mechanism built on Platform providing a 360-degree view of Solar panel installations
- Using Salesforce communities and other apps allowed Solar homes to vet and provide the rebate

### [Read case study](#)



# Business transformation - accelerate



With customer expectations and technology evolving at an unprecedented pace, building scale, speed and agility within a business has never been more of a priority. DXC gives businesses an accelerated start at implementation with our robust industry templates developed through learned best practices, the capture of IP and industry knowledge.

DXC improves business outcomes through proven, repeatable processes that reduce risk and enhance the customer experience. We do this through our rapid deployment of out-of-the-box industry models – FinServ, Health Cloud solutions with Salesforce and Salesforce Industries that go beyond the standard Salesforce solution.

We use proven Salesforce technology to assist organisations in innovating quickly and successfully. We design seamless applications that can help you rapidly build and run leading-edge cloud apps, business services and APIs to solve business process problems, engage new customers and drive revenue.

DXC works to deliver the right solution and team to address niche, complex and critical customer business challenges. We do this by leveraging our partner ecosystem to improve collaboration, differentiation and innovation.

“We recently engaged DXC for a Salesforce Marketing Cloud (SFMC) implementation and were delighted with the process and outcome.

DXC and Salesforce enabled nib to orchestrate quickly using internal capabilities, becoming nimbler during the pandemic, and we are now better positioned to scale for the future.”

Josh Griffiths, Group Manager, Marketing Automation,  
nib Health Funds Limited



## Case Study: nib

nib is an Australian healthcare fund that provides health and medical insurance to over 1.6 million Australian and New Zealand residents. The organisation also provides health insurance to more than 190,000 international students and workers in Australia. It is the country's third largest travel insurer and global distributor of travel insurance.

In a highly competitive landscape and a weakening customer retention rate, nib needed to find ways to improve their online customer experience and reduce operating costs. In the wake of COVID-19, there was a critical need for nib to provide emergency communications to their customers in a quick and effective manner. It also experienced a rise in customers wanting to access and amend their insurance policies online, meaning nib had to find new ways to empower them to self-serve and access affordable health services and information, in an efficient and personalised manner. To remain competitive, nib also needed to find ways to reduce its operating costs, simplify workflow processes, accelerate its time to market and position its organisation to scale.

### How DXC helped

- Salesforce CRM, Salesforce Marketing Cloud and Datorama
- Consolidation of platforms and functions onto a single instance
- Unified Preference Centre to allow customers to self-serve and manage preferences

### Business outcomes

- Streamlined marketing workflow processes resulting in 30% cost savings
- Improved communication and 50 - 60% accelerated campaign time to market
- Enabled most successful loyalty campaign in-market to date, achieving highest loyalty program sales months

### [Read case study](#)



# Business transformation - reimagine



The key to transformation success is not only embracing digital and automation technologies but capturing value from them to reimagine your business model.

DXC identifies new and improved ways to operate by providing guidance and industry-led insights, drawing on our in-depth expertise, flexibility and objectivity.

DXC helps optimise new technology to grow your business, reduce operating costs and transform the user experience. We do this cost-effectively using our templates, IP accelerators, and project methodologies to complete your project quickly, at low risk, and with a trusted team to deliver results.

As a trusted advisor, DXC adopts a holistic view of your business based on our experience running some of the world's largest and most complex critical business systems. As a result, we execute strategies that are actionable and directly aligned to your business priorities.

# DXC empowers business with Salesforce offerings

DXC Practice for Salesforce accelerates enterprise service management across your organisation. We keep environments optimised while meeting any challenges in platform expertise and staffing.

## Advisory

- Uncover your pain points and growth opportunities
- Tailored roadmap and advice

## Implementation

- New Salesforce cloud implementations
- Migration of legacy CRM to Salesforce
- Platform application development

## Optimisation

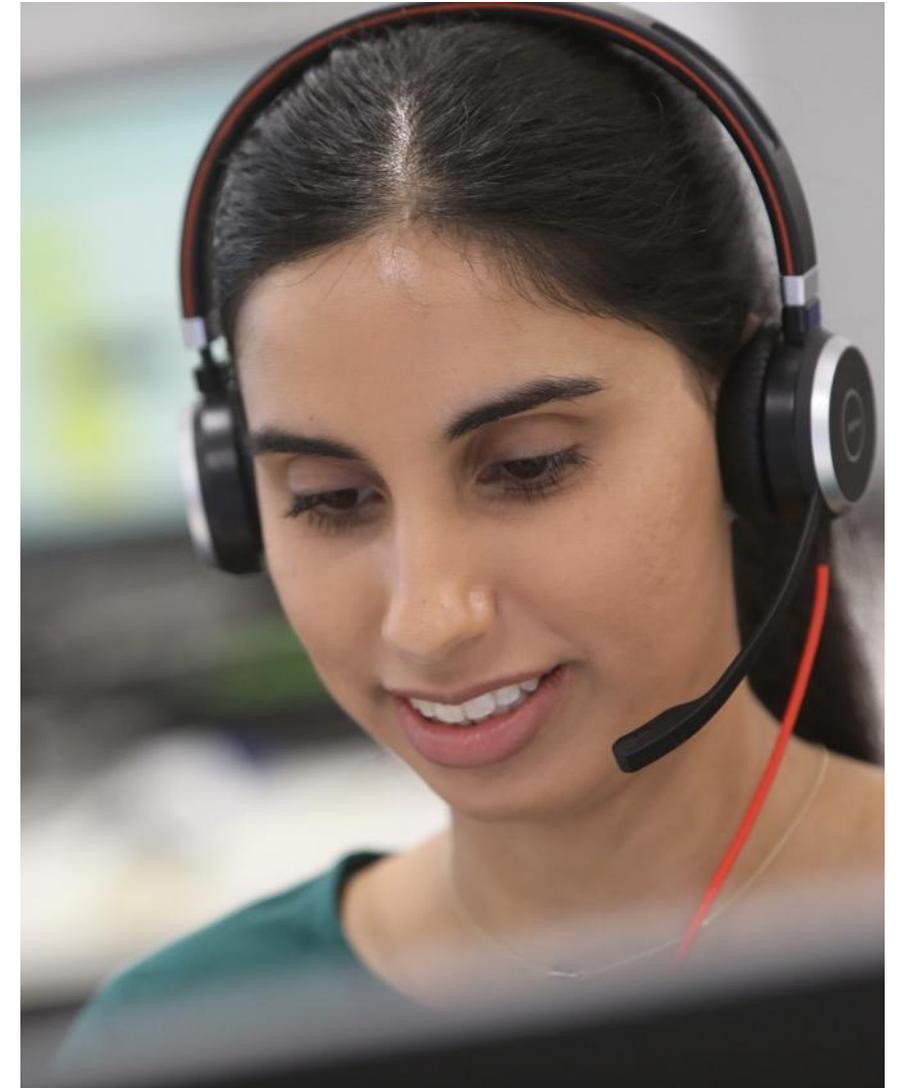
- Salesforce health check & technical review
- New out-of-the-box functionality deployments
- Salesforce Classic to Lightning migration
- User experience & adoption design enhancements

## Support

- Full lifecycle application support
- Industry-specific alignment
- Automated testing-as-a-service
- Post-implementation adoption programs

## Extensions

- Custom modules & augmentations
- Configure, Price, Quote (CPQ) & Sales Commission Management
- Bespoke community design in Salesforce
- DXC Omni-Channel for Insurance ISV



# DXC Practice for Salesforce



## People

More than 150 Salesforce certified experts in Australia

More than 650 Salesforce certified experts globally

More than 1,500 certifications

Average customer satisfaction score 4.8/5

Expert Status – public sector



## Industry expertise

Delivered more than 700 projects in last 13 years to clients across Australia and New Zealand



## Partner ecosystem

Strategic partner relationships in Australia and New Zealand include Salesforce (primary) and Mulesoft, Salesforce Industries, Conga, Docusign and Financial Force



## Success in market

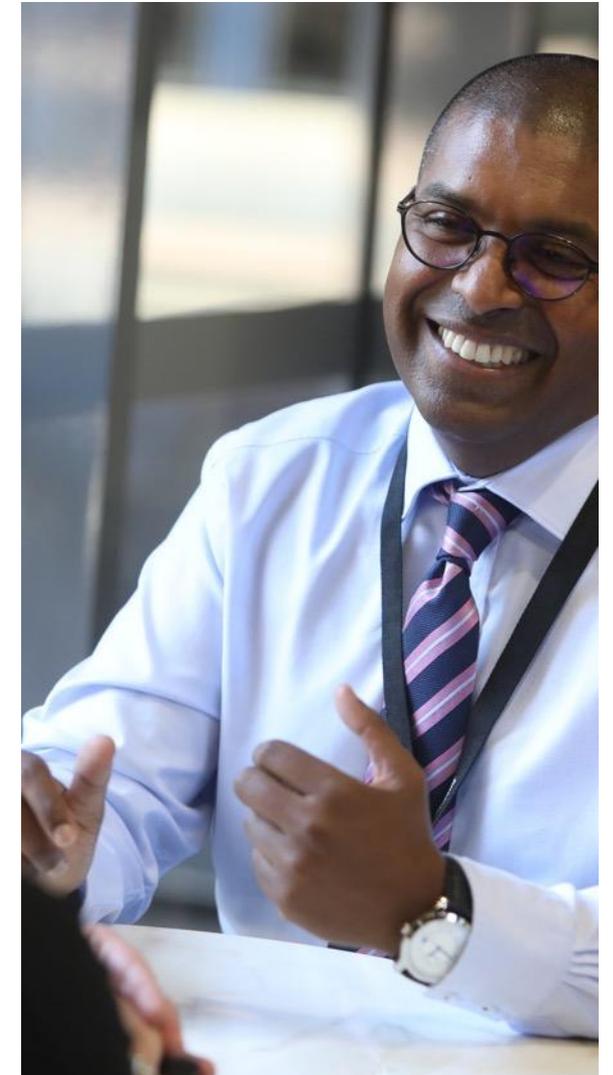
Salesforce Implementation Partner of the Year 2019

Salesforce Summit Partner



## Vendor relationship

Platinum Salesforce partner in Australia and New Zealand



# DXC will help achieve your business goals with Salesforce

As a platinum Salesforce partner, DXC Technology has the deep industry knowledge and strong line-of-business offerings needed to streamline processes and unlock business success for organisations.

For more information on how DXC can help your business harness the power of applications to build and maintain a competitive advantage in a changing market landscape, contact the team today at [sp\\_info@dxc.com](mailto:sp_info@dxc.com).

## About DXC Technology

DXC Technology (NYSE: DXC) helps global companies run their mission critical systems and operations while modernizing IT, optimizing data architectures, and ensuring security and scalability across public, private and hybrid clouds. With decades of driving innovation, the world's largest companies trust DXC to deploy our enterprise technology stack to deliver new levels of performance, competitiveness and customer experiences. Learn more about the DXC story and our focus on people, customers and operational execution at [www.dxc.technology](http://www.dxc.technology).

