

Custom Application Development On The Force.com Platform



Here's an example of how the Force.com platform was used to create a custom product management solution in the Asia Pacific region for one of the top 20 largest global financial services companies in the world, having over 75 million customers.

The Challenges

- Manually intensive product development process
- Team across several countries
- No central repository for collaboration/sharing/tracking

The client, a global financial services company currently employs a manually intensive process for initiation, managing, and monitoring a product development project. The product development team is distributed across several countries in Asia Pacific and there is no central repository to share, collaborate, and track issues and projects. This creates inefficiencies in the project teams and provides limited visibility into project dependencies, risks, and accountability.

The current product development activities were siloed and involved a long and disjointed process to get a product scoped, approved, initiated, and launched. By the time a financial product was launched, the demand for that product may have changed.

The Solution

- Extend CRM capability to include product development
- Simple, familiar UI
- Standardized business processes
- Information accessibility and security policies
- Integrated sales and product development functionality

Having already invested in salesforce.com for its front office sales teams, the client wished to extend the SaaS platform to other internal groups. Using the Force.com capability, an online Project Management Solution is built that is both flexible and scalable. The system will enhance the monitoring and project tracking process and help to alleviate project risks and issues. In addition, it will standardize the process for submission, approval, and monitoring projects and will be accessible by distributed project teams. The system also includes visibility into product development pipeline for appropriate resource management and allocation, streamlined communications and milestone transparency for distributed teams, and ultimately, faster time-to-market for financials products.



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The Solution (continued)

Leveraging the SFDC standard and custom components, together with user friendly interfaces and UI-based workflows using FLEX and Force.com components, the solution consolidated an integrated sales and product approach to better align sales-generated product innovation with real customer demand and value-add services. Sales teams were able to proactively request product development initiatives based on real market data and customer demand while back-offices were able to track and monitor real time the projects to deliver products requested by sales. All of this provides an open, 360 degree view of client sales and back office activities that support revenue-generating events.

The Results

- **Launch solutions in 2-3 months vs. 6 months.**
- **Reduce Total Cost of Ownership by over 60% vs. proprietary solution.**
- **Improved efficiency and client service by increased collaboration and automation of the product management lifecycle.**

Benefits

- Increased visibility between front office (sales) and back-office (marketing, product development groups)
- A complete view of sales activities and strategic product development plans to meet sales goals
- Integrated sales and financial product reporting
- Streamlined product development projects by up to 4 months, allowing a faster time to value and launch of mission-critical financial products

