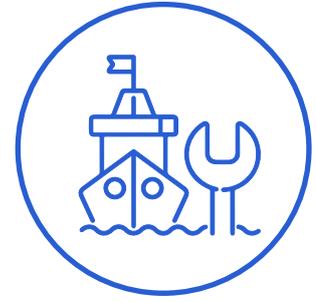# Unified, enterprise-wide cloud platform for a maritime association

Implementing digital transformation using Salesforce solutions

The company is one of the world's leading maritime classification societies, with a **260-year legacy** of improving safety in ships by providing technical and professional services to clients in over **180 different countries**.

The Objective:

Despite being an industry leader, the company's growth plans were hamstrung by a disjointed set of digital services. User experience was not upto industry standards. This was exacerbated by the lack of self-servicing capabilities and a digital strategy. The company faced challenges in maintaining its goodwill and also bottom lines were faced because of the challenges faced.

The client needed a comprehensive strategy to achieve a digital transformation that went beyond overhauling their user experience. One of their other objectives was to eliminate duplication of data on account of human error and gain end-to-end visibility across processes. Most importantly, the client needed a partner with a proven track record of implementing digital transformation and so reached out to HCLTech.

The Challenge:

Challenges in user experience were mainly due to certain factors like the lack of a unified customer portal and multiple points of entry into applications. There was a lack of an overall identity and consistency throughout the platform, with instances of duplicate data and difficulty in identifying master data. Among the other problems that the client faced, there was also a lack of up-selling and cross-selling capabilities, which could have elevated the entire experience of the platform.

The Solution:

Given the scale and scope of the project, any digital transformation effort that was undertaken needed to be quick, comprehensive, and efficient without disrupting its servicing operations. Keeping this in mind, HCLTech conducted a deep-dive analysis of their as-is situation and overlaid it with the solution that they had in mind. The HCLTech team knew that the best way forward would be to partner with Salesforce as the cloud platform. The team then used Boomi and AWS as the integration layer.

The HCLTech team chose to approach this task with an agile delivery model to ensure that iterations were shipped quickly and without error. The stakeholders were kept updated through daily scrum meetings and an extensively detailed sprint backlog file that eliminated all blind spots in the scope and progress of the project.

Since the client's objective was to provide the best experience to their users, HCLTech went beyond mere technology implementation and actively engaged with all aspects of the transformation, including strategy, rollout, and sustainability.

.The same meticulous approach was also extended to the several architectural considerations that the project required. This watertight approach to overhauling the client's enterprise IT needs was a resounding success and garnered much appreciation from the client.

The Impact:

HCLTech's solution made the client's processes nimble, enhanced end-to-end visibility and eliminated data duplication as well as the need for manual intervention. The team achieved this by simplifying the sales and marketing processes, developing a sales and service cloud separately, migrating custom field services to field service lightning, managing integrations with a host of legacy systems, implementing SSO with Azure, and integrating MDM capabilities into Salesforce using Informatica C360. Now the client handles all operations through a single platform, which aims to create:

Scalable architecture

Improved customer service and satisfaction

CSAT score maintained at 4.95 / 5

30% reduction in production ticket using DevOps tools

HCLTech

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