



26

YEARS OF
SUCCESSFUL
PARTNERSHIP

Mphasis Salesforce Capability and Experience

January 29, 2026

About Mphasis Silverline: Salesforce Overview



2,100+

Salesforce Projects



4.8/5

Customer Satisfaction



750+

Resources Around The Globe



1,960+

Partner Certifications including:



124



45



30



From strategy and implementation to managed services, Mphasis Silverline guides our **Financial Services** clients to success — **unlocking continuous value from the Salesforce platform.**

Industry Sub-Verticalization

Our industry experts have been in your shoes — and they have the **Salesforce know-how and experience working in your sub-industry** to help you achieve the business outcomes you are targeting in your digital transformation.



Banking & Lending



Capital Markets



Insurance



Wealth & Investments



Managed Services



Financial Services



Customer 360 Platform

Industry Partnerships

Our key industry partnerships enable you to **extend native platform capabilities** to enable business-critical functionality, without the need to build a custom solution from the ground-up.



Cross-Cloud Expertise

Our **experience across the complete Salesforce toolset** allows us to craft a solution to **maximize your investment and realize quick ROI.**



Pardot
FS Cloud
Community Cloud
CRM Analytics / Tableau



Informatica Partner Program



The #1 scheduling application on Salesforce's AppExchange

Complete Lifecycle Support

Mphasis Silverline delivers platform value throughout the full digital transformation lifecycle.

From strategic planning and initial implementation, through ongoing support and self-sustainability, we can guide you through every phase of your journey.



ADVISORY



BUILD



MANAGED SERVICES



Founded 2009, Mphasis Silverline is the **most mature pure-play Salesforce services partner in the world.**

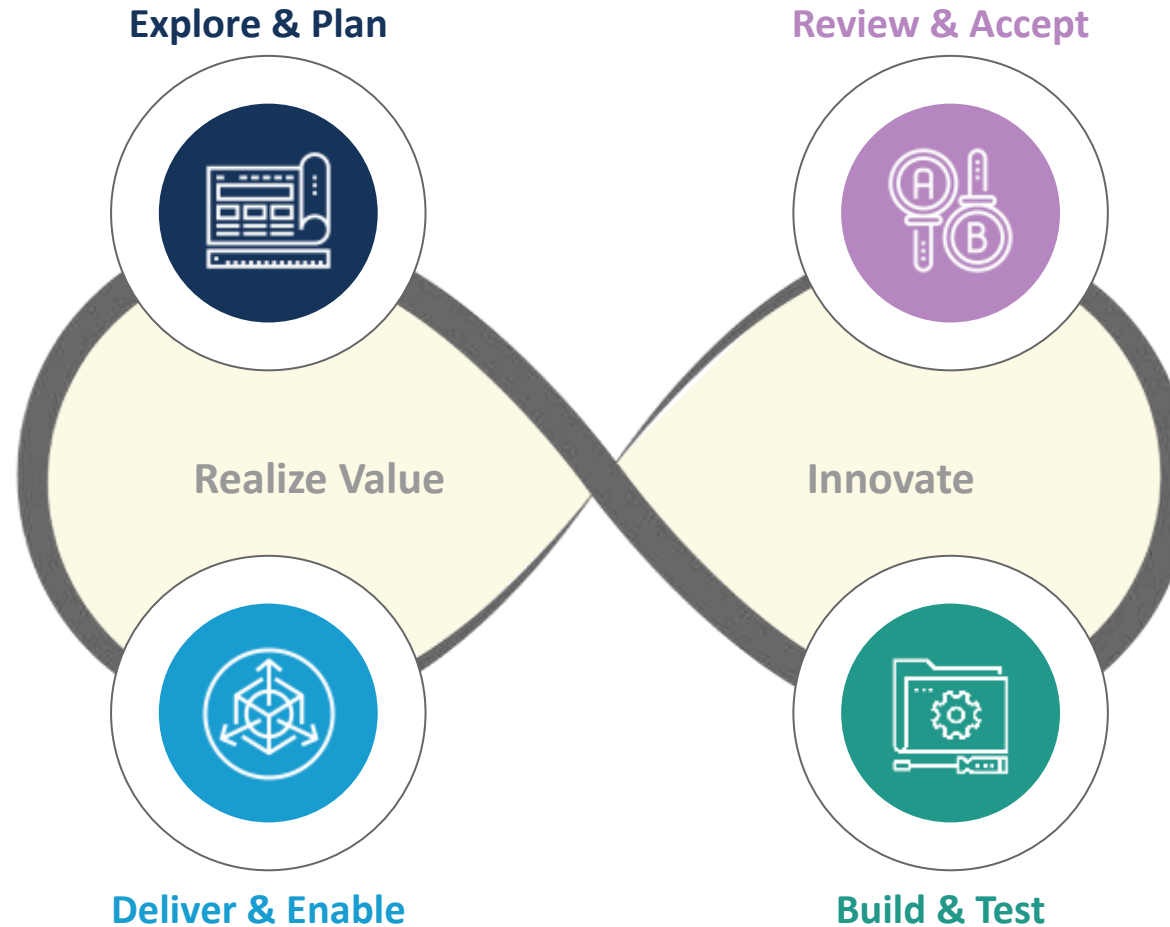


Mphasis Silverline was named a **"Leader"** in the Everest Group Salesforce Services in Insurance Assessment 2022

Mphasis Silverline is committed to developing a culture and program of people-first initiatives and is a proud participant of the Pledge 1%.



Continuous collaboration enables alignment and transparency to **innovate** and decrease **time to value**.



The success of our approach hangs on an unwavering adherence to methodology, discipline in execution, continuous communication, periodic measurement, and maintaining a strong partnership.



Kickoff & Introductions

- Silverline and key Client stakeholders intro meeting
- Stakeholder/SME interviews
- Establish communication plan; weekly cadence of meetings; status reporting needs; sprint ceremonies & cadence; communication tools, etc.
- Establish Quarterly Business Review meeting dates
- Establish project/engagement guidelines & expectations
- Establish escalation contacts and procedures



Org & Environment Review

- Org demonstrations
- Environment & deployment process overview - current state
- Design review of current org build
- Set up development operations and release management processes



Establish Backlog

- Review and assessment of existing backlog
- Elicit requirements and ideation sessions
- Gateway (Scrum management tool) training
- Document and prioritize backlog stories
- Groom prioritized backlog stories



Transition to Sprinting

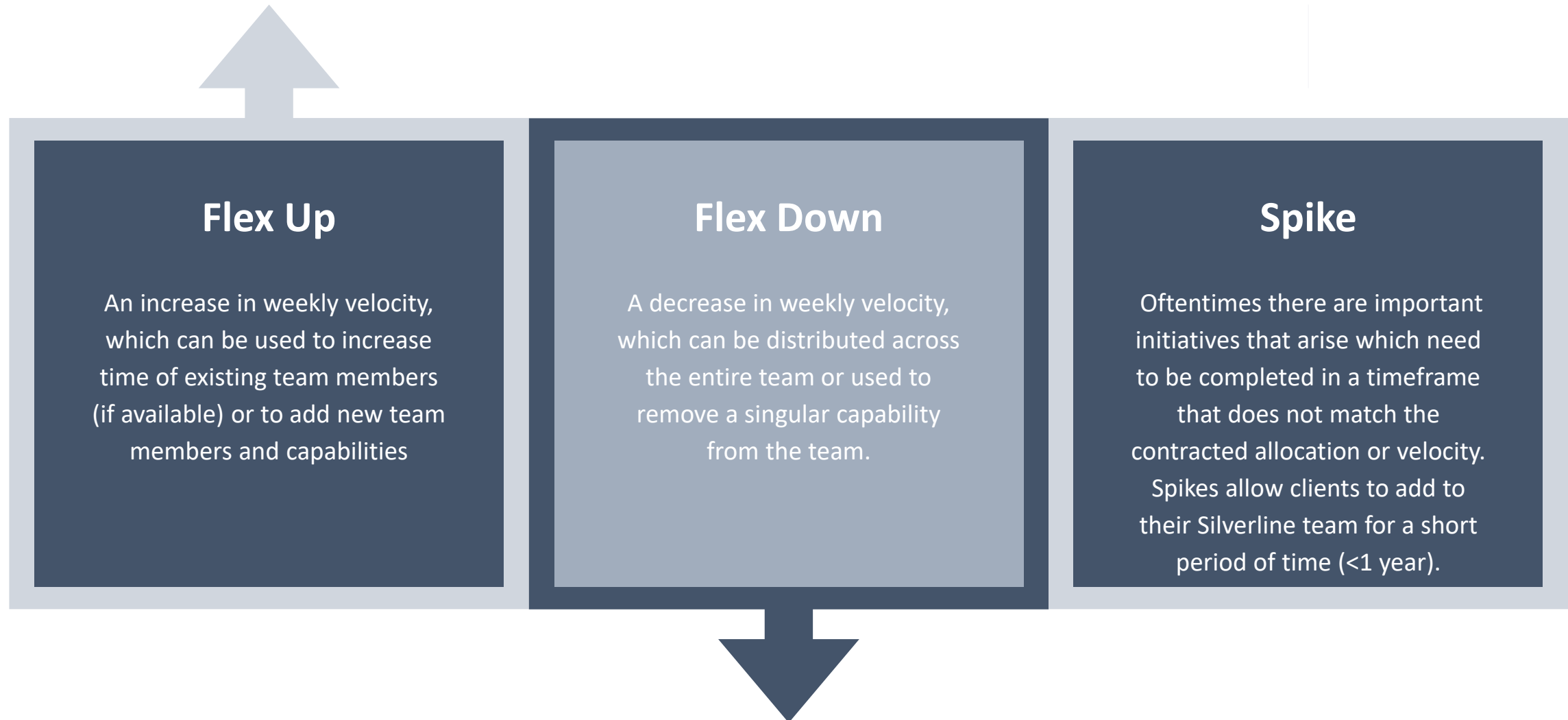
- Review solution designs and estimates for prioritized stories with client product owner(s)
- Collaboratively plan 1-3 Sprints worth of stories
- Collaboratively plan required resources for sprint execution
- Initiate sprinting cycles
- Iterate sprinting process

Initiate Process - 2 weeks



Flex Options

Silverline's managed services program offers clients the ability to modify their Silverline team as their requirements shift. These modifications can take three forms:



Scope Flexibility

Scope fully flexible and based on your priorities and objectives; we match our skill sets to meet your needs. When business needs change, we can adjust the model

Flexible Resource Alignment

Our resources can either be fully integrated into existing client scrum teams or can form a Silverline scrum team

Everything You Need - Outcomes Focused

Clients can count on Silverline to deliver everything an organization needs for Salesforce, adjacent technologies and the change management that brings it all together

Custom Release Planning

Release every 2-4 weeks, depending on the client's needs. Production deployments occur at every release to ensure you are realizing the value of your investment as fast as possible

Dedication & Multi-Workstream

Key resources are full or half time and dedicated to you for at least one year. Resources can work on multiple work streams include production support and larger project initiatives

Simple Fee Structure

Depending on your allocation and duration we create a simple, competitive blended rate by leveraging a combination of offshore and / or nearshore resources to supplement our onshore team



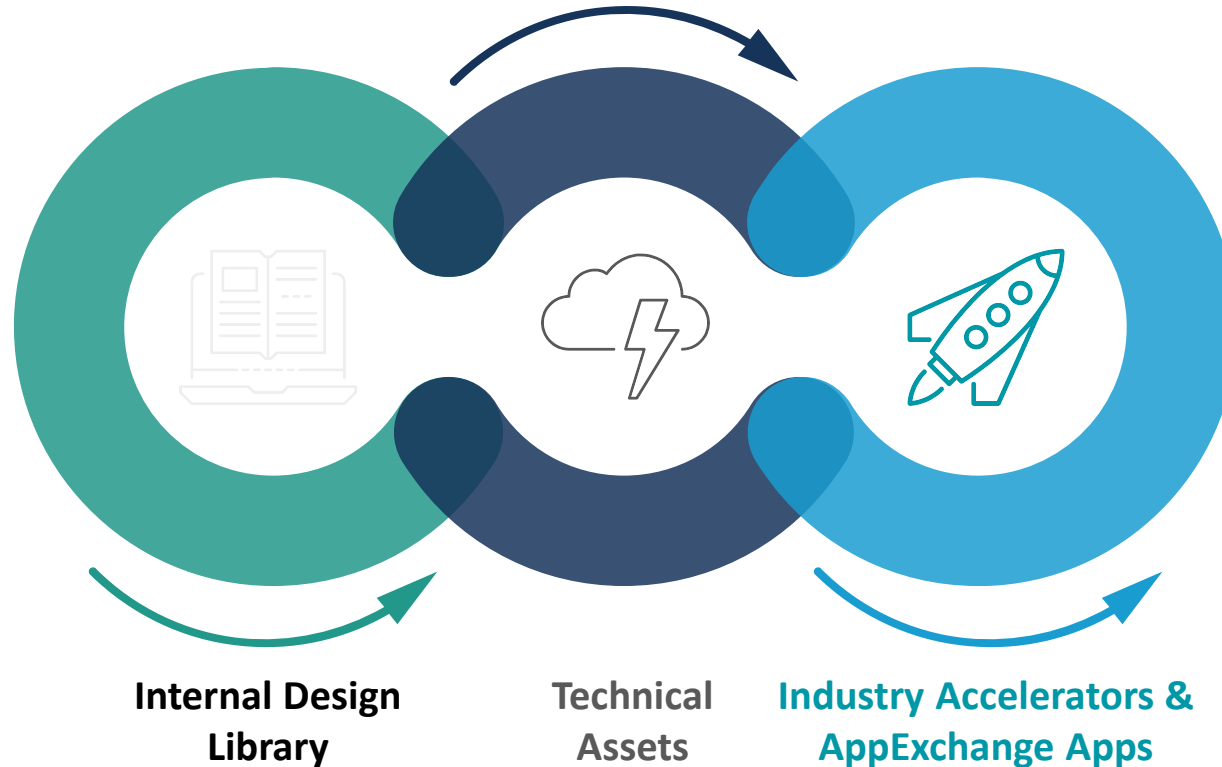
Who We Are

Powering Innovations at customer: *Silverline Foundry*

Combines our **delivery expertise** with **product development excellence** to build assets for Salesforce AI & Data Cloud platforms that **drive industry best practices, deliver accelerated time to value, and supercharge innovations** for customer.



- **50+ active assets** in the design library
- **40+ Orgs** maintained
- **50+ Accelerators** available



Benefits of Accelerators

Faster Delivery, Stronger Differentiation, Higher Impact

Faster Delivery Speed

Deploy ready-made components to deliver working prototypes in days, accelerating timelines and boosting client confidence, while shortening sales cycles.

Market Differentiation

- **Industry-Specific IP** – Tailored solutions position use as in industry expert.
- **Thought Leadership** – Increase our ability to showcase best-practices that strengthens our market authority.

Lowers Delivery Risk

- **Proven & Tested** – Refined over multiple deployments, reducing errors and misalignments.
- **Predictable Outcomes** – Delivers clear scope, timelines, and results based on repeatable success.

Increased Client Acquisition & Upsell

- **Platform Expansion** – Use as quick wins that pave the way for broader transformation.
- **Cross-Sell Opportunities** – Create natural pathways to other capabilities, solutions and Salesforce products.

Lead Generation

- **Demo-Ready** – Showcase on private client demos, webinars, and events.
- **Marketing Hook** – Use compelling success stories to attract interest.
- **Partner Leverage** – Help Salesforce and allies close deals faster with packaged solutions.



Agentforce takes what we are discussing today and makes it faster to develop and deploy

Reduced Technical Dependence

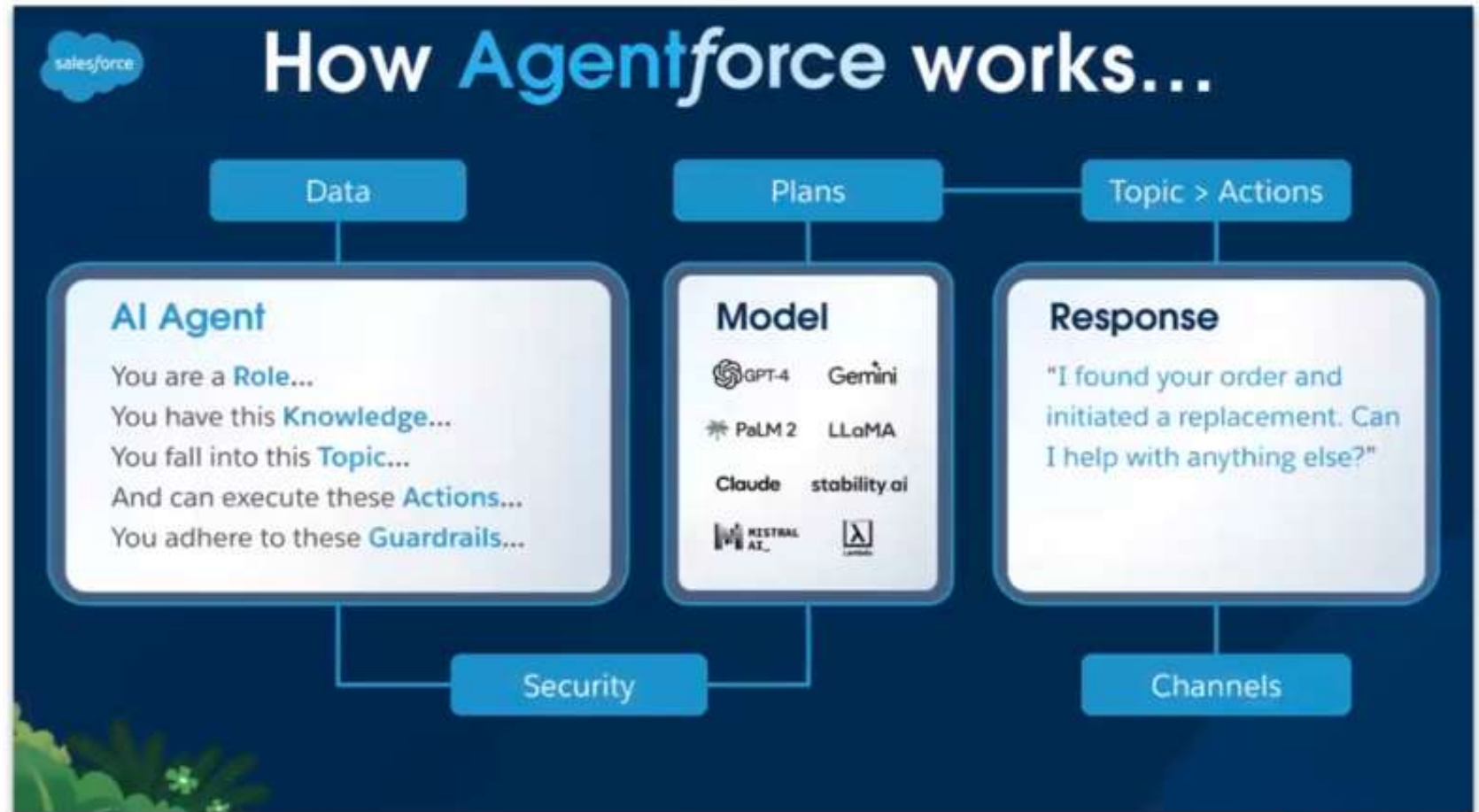
Admins can create topics using natural language instructions in a structured format and Agentforce will convert it into a defined prompt

Smarter Agents

Generative AI enabled Agent has the agency to understand requests in a contextually correct fashion, reducing response error rates

Better Guardrails

The AI is capable of detecting requests that violate security, toxicity or malicious intent



Engagement Models

Support & Managed Services

Project Delivery Model Options



Project Delivery Model Options

Various options to meet client requirements of cost, risk profile and flexibility

Standard Project



Used for Dynamics systems implementations (replacing legacy systems), business initiatives

- Comprehensive business process mapping
- Comprehensive technical enhancements

Rapid Project



Used for implementing Salesforce solutions with minimal or no customizations.

- Faster substantiation of a new technology or solution

Agile Project



Used for implementation or development projects requiring scope flexibility and progressive requirements elaboration.

- Faster delivery of solutions
- Most important components to the business prioritized

Enterprise Project



Used where a standardized approach for implementing an ERP in either a complex single-site environment or in a global/ multi-site organization.

Deployment Project



Used for subsequent regional rollouts after global solution set-up, wave implementations

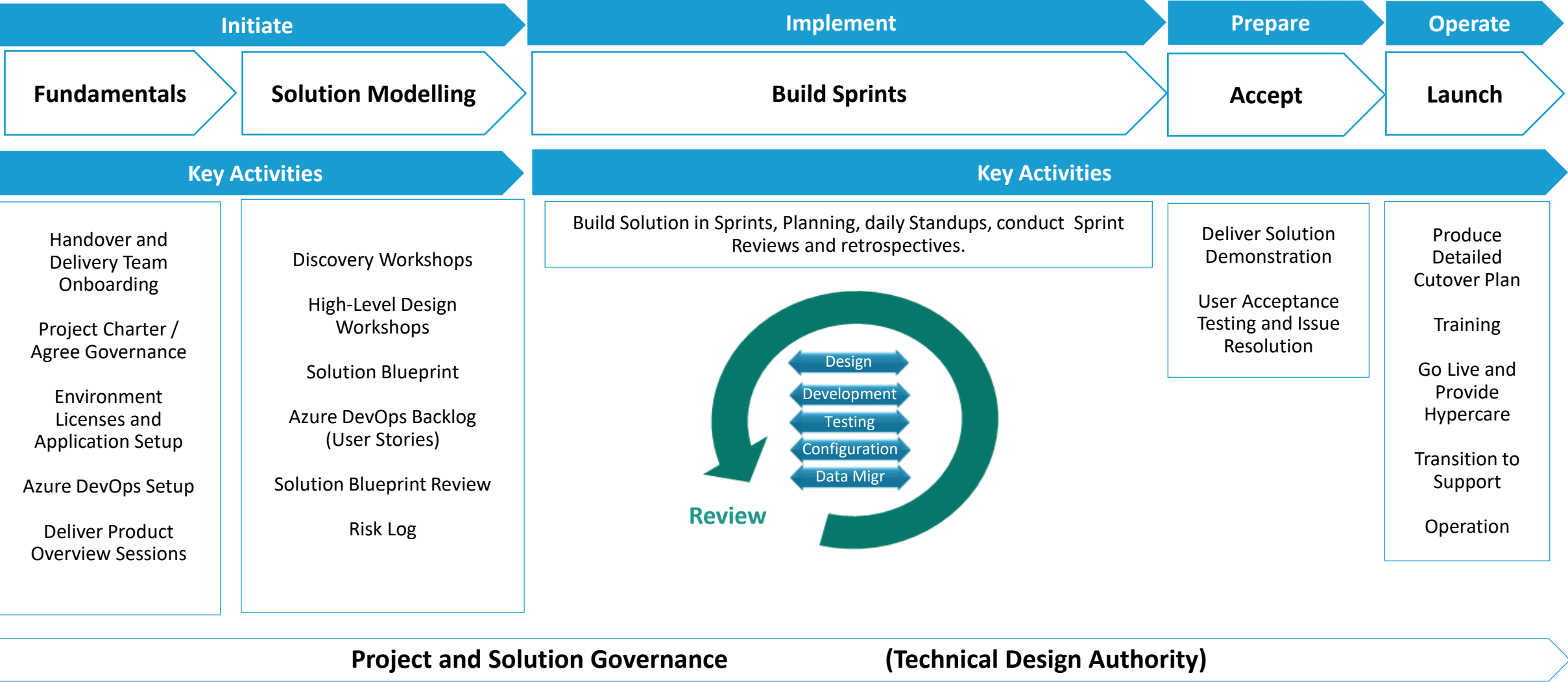
- Consistent implementation of a global solution while addressing market-specific requirements

Upgrade Project

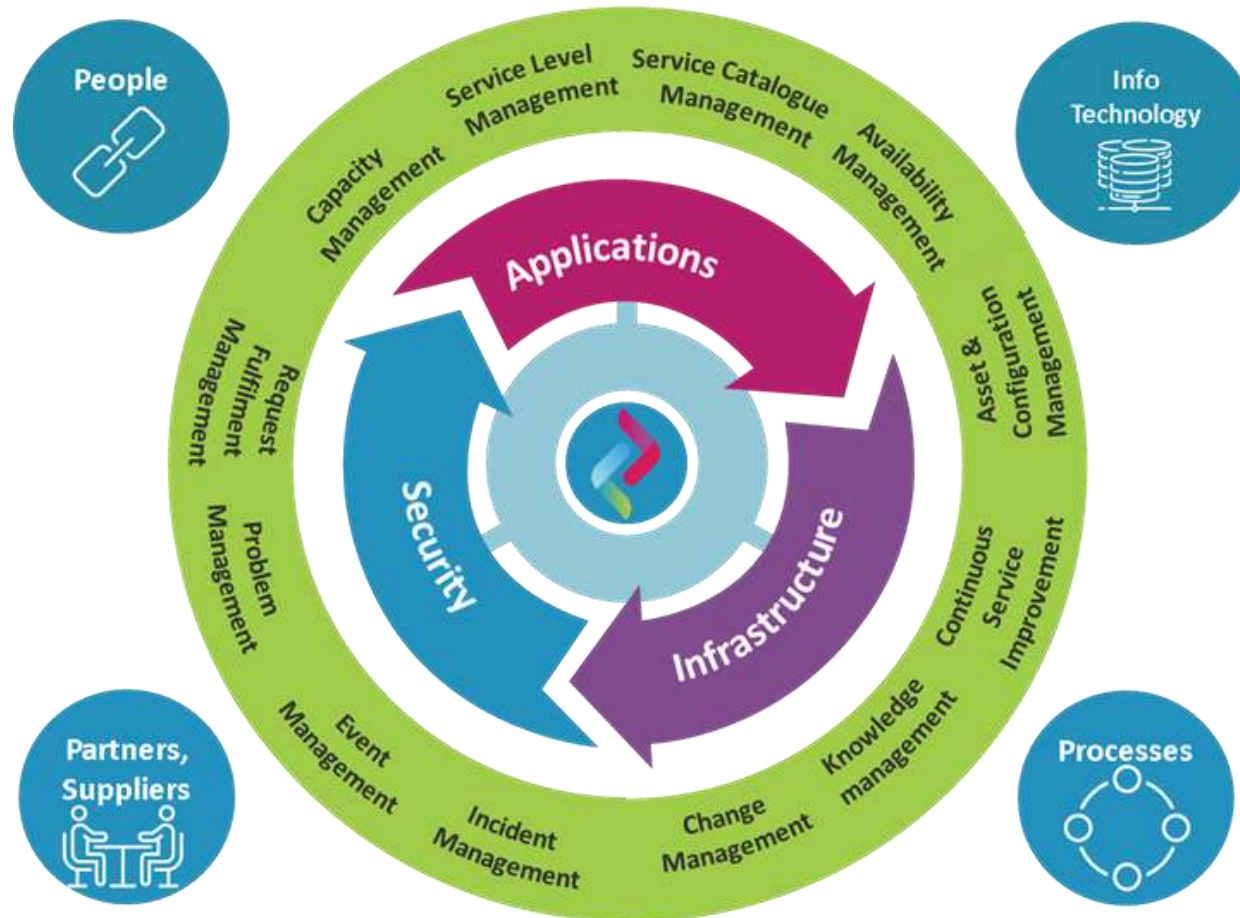


Used to progress an existing salesforce Dynamics solution to a subsequent release of that solution.





ITIL v3 aligned/ v4 ready best practices; Enriched with extensive experiences and controls required for streamlined operations

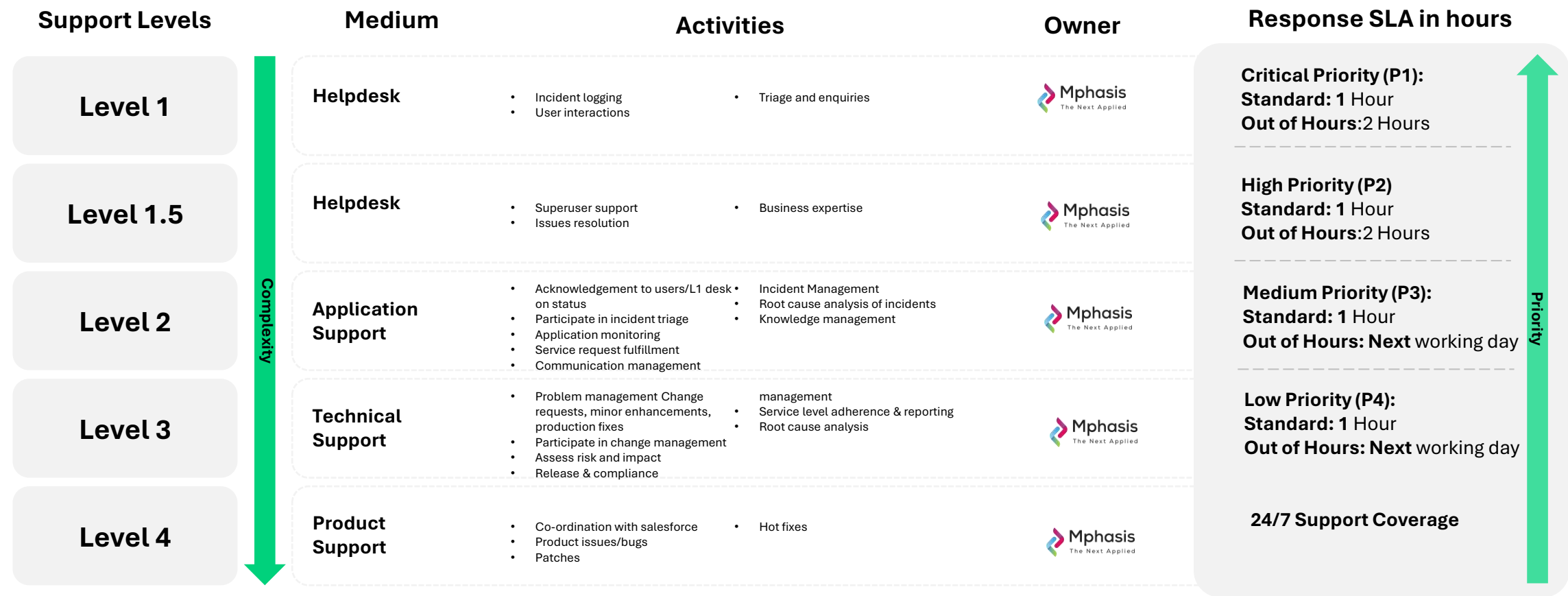


Principles

- Multiple levels of Support, to efficient resolve issues depending on the required level of expertise
- Focus on standardisation, simplicity and Integrated Operations for on-premise and cloud environment for Applications, Infrastructure, Security
- Experienced, certified and specialised capabilities team to drive processes alignment and enable business value.
- Well-Defined Incident - Change - Problem Management process & Major Incident process
- Service Management controls to drive operational efficiency:
 - SEERR/ KERD; 4-eye Process, Risk Assessment; Stakeholder engagement and communication; Client University; CMDB Baseline and controls; SLA Management;
- Continuous improvements by optimising the services, automation, problem management
- Proactive, Predictive support model with observability and monitoring built-in
- Tools architecture to support service management processes that are designed “Operations Up” rather than “Tools down”



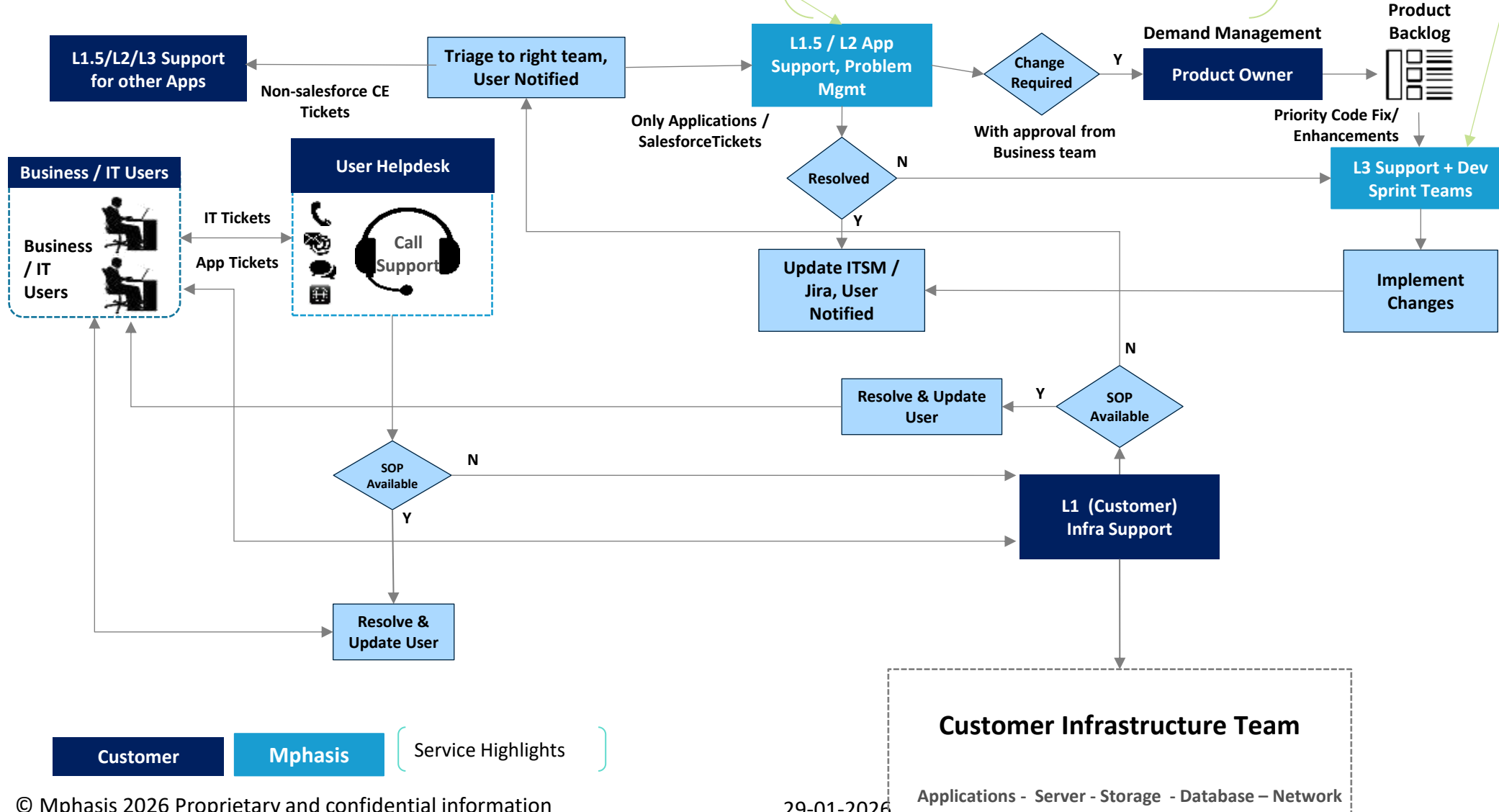
Typical Support Model



Application Support: A day in the life

- User (Functional/Business) Queries
- SOP based application support
- Data requests
- Skilled resources to resolve the technical issues with regards to Salesforce implementation, provide break fixes

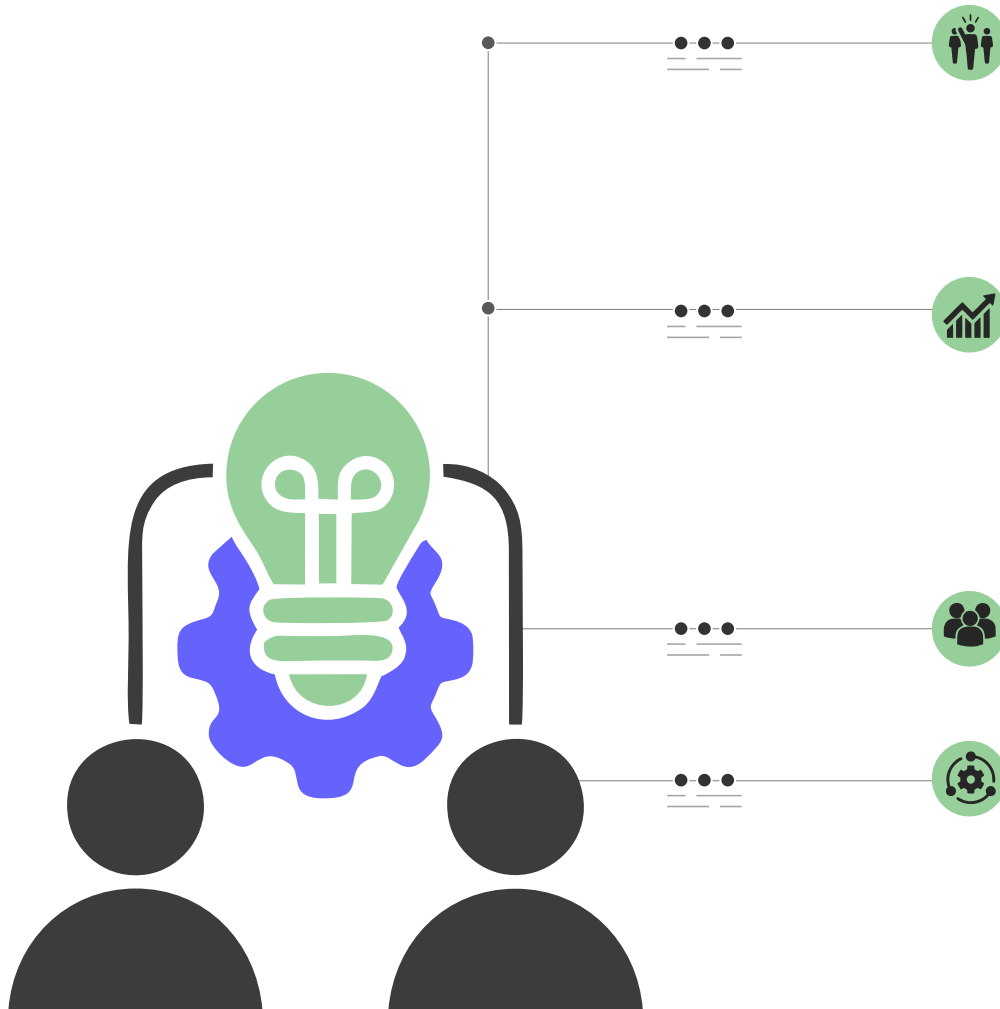
- Core activity to handle incidents & service requests
- Additional team will be basis change requests & demand planning



What's included in Mphasis Support?

Item	Detail
Reporting and Dashboard	Recommending in building Business reports for the business decision making using OOB Features of Salesforce CE based on available capacity of the team
Problem Management	Mphasis problem management process helps prevent problems and resulting incidents from occurring, eliminate recurring incidents and minimize the impact of incidents that cannot be prevented. The process includes several stages such as problem categorization and prioritization, investigation and diagnosis, RCA (Root Cause Analysis) review and approval, problem task creation, and managing known errors.
Knowledge Management	Mphasis Knowledge management process starts right from the transition period where the documents are identified, tagged and updated and added to the Knowledge University which will be a repository of all information related to application, processes and release documents. This will help in de-risking the project, quick ramp up of new members,
Critical situation support	For critical situations (System Down), we will work with the Customer Team and other Support teams to resolve the incident. Major incident management process will be documented and followed where in SPOCs from various support teams like application, infrastructure, security, business will come together and resolve the incident, avoiding delays and business impact.
Service Review	Monthly/Quarterly service review will be scheduled with customers governance team to ensure follow-up activities related to ticket resolution, customer satisfaction and value-added service provided for the reporting period.
Roadmap Review	A regular Roadmap Review will be scheduled the customers governance team and will include a review of the customer and product roadmaps, Ongoing projects progress and resourcing forecast to help in better planning.
Change Management	Mphasis team will work with customers Change control board for ensure minimal disruption to the ongoing operations by ensuring changes are managed efficiently and effectively, minimizing risks





With our experience and quality engineering thought leadership, Mphasis will work with buyers to establish a fit-for-future knowledge transfer plan powered by Cognitive solutions. It will bring people, process, technology, and innovation to deliver mature testing services with continuous improvement and build in-house capability to fulfil the fit-for-future roadmap.

We have designed and developed a web-based learning experience system called “TalentNext” as a one-stop destination for Learning and Development initiatives. Curated and graded courses aligned with immediate and upcoming business requirements are hosted on TalentNext and available to all learners. The platform also includes skill training development for candidates from disadvantaged groups. To date, 30k+ learners have been onboarded on TalentNext.

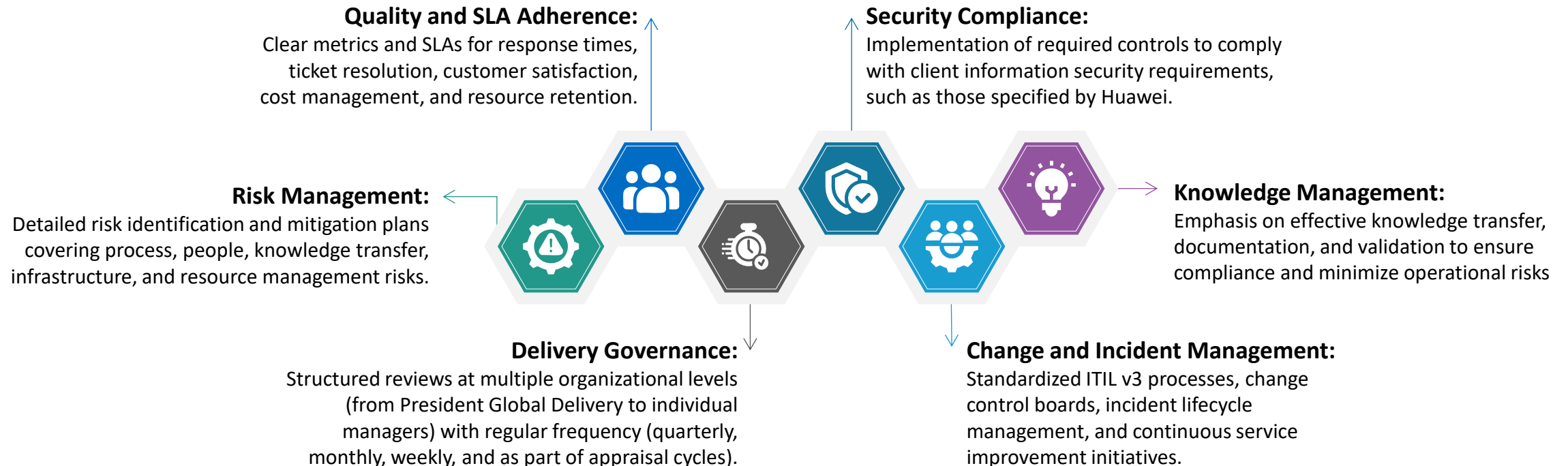
Mphasis employs a structured, role-based knowledge transfer (KT) framework to ensure seamless transition and minimal disruption to business operations.

The process is supported by dedicated transition management teams, digital dashboards, and proprietary AI-based tools for knowledge mining and assessment.



Mphasis has industry-wide experience in developing technology solutions, developing safety-critical applications, streamlining IT infrastructure, and is accredited with ISO 9001, Cyber Essentials, CMMI Level 5. Mphasis has a wide experience working with different government bodies in the UK. Our work with the Public Sector organisations helps them align with best practices and use Government Digital Service Standards to deliver Digital Services and follow NCSC Cloud Security Principles in all our cloud engagements.

Mphasis demonstrates robust compliance and governance practices through:





Certifications Supporting Compliance

ISO 9001:2015 – Quality Management Systems

ISO/IEC 27001:2013 – Information Security Management

ISO 14001:2015 – Environmental Management Systems

ISO 45001:2018 – Occupational Health & Safety

ISO/IEC 20000-1:2018 – IT Service Management



Further Information: For more information about our G-Cloud services, please contact our Public Sector Team at [mpphasisukps@mpphasis.com](mailto:mphasisukps@mpphasis.com)



Thank You!

For more information, please contact:

About Mphasis

At Mphasis, engineering has been in our DNA since inception.

Mphasis is an AI-led, platform-driven company with human-in-the-loop intelligence, helping global enterprises modernize, infuse AI, and scale with agility. The [Mphasis.ai](#) unit and Mphasis AI-powered 'Tribes' are focused on client outcomes and embed artificial intelligence and autonomy into every layer of the enterprise technology and process stack. Mphasis built [NeolP™](#), a breakthrough AI platform that orchestrates a powerful pack of AI solutions and platforms to deliver impactful outcomes across the enterprise IT value chain, as we believe '**AI Without Intelligence Is Artificial™**'. Mphasis NeolP™ is powered by the Ontosphere, a dynamic and ever-evolving knowledge base, delivering continuous and constant innovation through perpetual intelligent engineering—driving end-to-end enterprise transformation.

At the heart of our approach is customer-centricity—reflected in our proprietary [Front2Back™](#) transformation framework, which uses the exponential power of cloud and cognitive to deliver hyper-personalized digital experiences ($C=X2C^2_{TM}=1$) and build strong relationships with marquee clients. Our Service Transformation solutions enable enterprises to pivot from legacy systems and operations to secure, adaptive, cloud-first operating models with minimal disruption. Continuous investments in platforms, such as the Neo series, enable enterprises to stay efficient, relevant, and ahead in a dynamic AI-first world. Mphasis is a Hi-Tech, Hi-Touch, Hi-Trust company, rooted in a learning and growth culture. Click [here](#) to know more. ([BSE: 526299](#); [NSE: MPHASIS](#))

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