



G-Cloud 15 Service Definition Document

**Salesforce Implementation &
Migration Service**



1. Scope

Red Kite provides Salesforce Implementation & Migration Services to help organisations design, configure, and optimise the Salesforce platform.

Red Kite takes a consultative approach with a deep understanding of how to deliver successful programmes whilst applying the Digital Service Standards.

The scope of our services includes the delivery of Non-Profit Cloud, Agentforce, Sales, Service and Marketing solutions on the Salesforce Cloud platform for Public Sector.

We provide services that span the entire delivery lifecycle, including architecture, design, implementation, migration deployment and support

2. Approach

- Discovery: Collaborative workshops to identify personas, map user journeys, and clarify requirements to define high-level solution architecture
- Alpha (Prototyping): Rapid UX/UI design to test concepts with stakeholders and ensure feasibility
- Beta (Development): Iterative development sprints delivering functional features based on user stories, and the delivery of an MVP
- Comprehensive System Integration Testing (SIT) and User Acceptance Testing (UAT) before production launch
- A Focus on OOTB (Out of the Box), using standard Salesforce point-and-click configuration to reduce total cost of ownership and speed up deployment
- Integrations: Utilising Salesforce APIs to connect seamlessly with existing back-office systems and automate cross-departmental workflows

3. Expected Outcomes

- A 360-Degree Citizen View, providing a single, unified view of the citizen across all interaction channels, reducing fragmentation
- Enhanced Citizen Satisfaction that enables citizens to be served through their preferred channels, including mobile, webchat, and social media
- Increased First-Call Resolution reducing operational costs through easy self-service and improved agent knowledge tools
- Empowered Field Workforce that has mobile-ready support
- Digitised back-office and middle-office processes with intelligent, automated workflows to eliminate manual effort
- GDS & Accessibility Alignment, built to align with GDS standards and WCAG 2.1 AA accessibility requirements



4. Pricing

The Salesforce Implementation & Migration Service can either be purchased on a Fixed Price basis on a daily rate as specified in the SFIA Rate Card.

5. Contact Information

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6. About Red Kite

Established in 2020, Red Kite is a SME (Small Medium Enterprise) IT Services organisation, headquartered in the UK.

It has a significant practice focussed on BOAT (Business Orchestration & Automation Technologies), CRM and Case Management platforms and an enviable Track record in delivering IT Services to UK Public Sector

Over the last 6 years, Red Kite has built Strategic relationships with leading SIs supporting a number of strategic engagements across multiple accounts.

In 2025, Red Kite opened its first off-shore delivery centre in Bangalore - India, providing cost effective delivery to customers.

As a business we also have the following Security Accreditations:

- ISO27001:2013
- Cyber Essentials Plus