



# IBM Consulting

## G-Cloud 15 IBM - Application Management for Salesforce

Service Definition Document

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# Contents

- Service Description.....3
- Service Overview .....4
- IBM Salesforce partnership.....5
- IBM Industry strengths – Government .....6
- IBM Supporting Government.....7
- IBM Application Management for Salesforce.....8
- Salesforce Operating model .....16
- Salesforce success story.....17



# Service Description

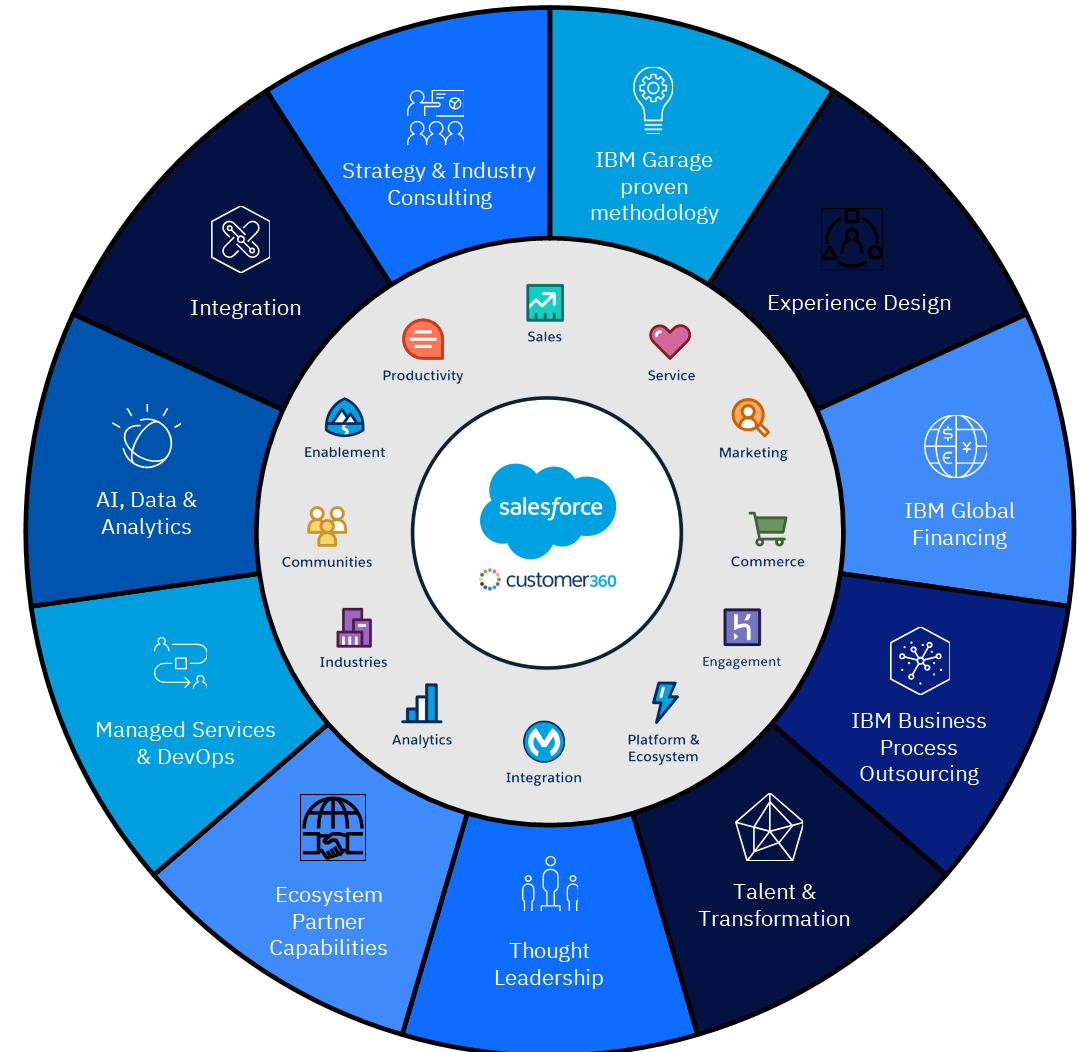
IBM Application Management for Salesforce offers a modern approach to application support that demands constant innovation and updates, ongoing change management, and user training. We optimise our service with the latest automation and AI technologies and offer a shared service delivery model that keeps pace with Salesforce's regular updates, all while delivering exceptional service levels.

We provide end-to-end managed services for Salesforce applications, including design, ongoing development, optimisation, and support across Salesforce clouds.

Our experts accelerate adoption and deliver continuous innovation through AI-driven automation assets and agents, DevOps integration, and proactive monitoring. We are leaders in AI and provide the expertise to support you in your Agentforce AI journey.

Our service is ideal for public sector organisations seeking cost efficiency, agility, and SC-cleared personnel for secure delivery.

We offer customisable SLAs, security compliance, and 24/7 support for incident resolution and performance optimisation.



# Service Overview

## Features

- Salesforce application design, configuration, and optimisation.
- Managed services support, continuous development and enhancements across cloud platforms
- AI-driven automation for workflows and analytics.
- Proactive monitoring and incident resolution.
- Integration with DevOps for continuous delivery.
- Security: Pre-emptive threat detection and compliance reporting.
- Customisable SLAs and performance dashboards.
- 24/7 support for critical issues and disaster recovery.
- Expertise in public sector requirements and BPSS/SC-cleared personnel.
- Impact assessment and delivery of Salesforce releases and upgrades

## Key Differentiators

- Deep industry and regulatory expertise to support complex Salesforce environments
- Strong AI support including Salesforce Agentforce, with capabilities to operationalise, monitor, and optimise AI-driven workflows
- UK-based 24x7 shared service delivery model with scalable, standardised support processes
- Proven strength in integrating Salesforce with large enterprise and legacy systems
- End-to-end support from strategy to run-state, including enhancement, optimisation, and continuous improvement

## Benefits

- Reduce total cost of ownership leveraging our methods, and assets
- Accelerate time-to-value with agile methodologies and DevOps.
- Enhance user adoption and productivity with AI-driven insights.
- Mitigate risks with proactive security and compliance measures.
- Drive innovation through continuous improvement and Salesforce best practices.
- Touchless deployments and early releases enabled using IBM DevOps framework
- Salesforce support through strong IBM and Salesforce alignment
- Improving productivity by 50% for critical system failures through automation
- Outcome-driven consumption model optimising application maintenance spend by 20%
- Effecting up to 60% reduction in risk through Agile-based transition methodology

# IBM is more than a typical Salesforce partner

We bring together consulting excellence, advanced technology, and AI innovation to deliver outcomes that matter. Our AI-first approach ensures that transformation is built for scale, not just pilots. With more than 1,000 enterprise AI engagements and embedded Watsonx-powered assets integrated with Salesforce and SAP, we help clients accelerate time-to-value and achieve measurable results.

Our multi-platform expertise spans Salesforce, SAP, and hybrid cloud environments, supported by a global team of over 30,000 consultants skilled in enterprise integration. We combine this technical depth with industry-specific knowledge to deliver tailored solutions that address regulatory, supply chain, and customer operations challenges. At the core of our differentiation is trust - our legacy of governance and security is reinforced by combining Salesforce’s Einstein Trust Layer with IBM watsonx.governance, ensuring transparency and compliance at every stage.



global strategic partner



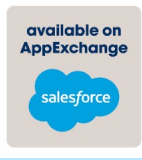
PARTNER  
SINCE 2000



NAVIGATOR  
EXPERT



SALESFORCE  
TALENT  
ALLIANCE  
EMPLOYER



available on  
AppExchange

Salesforce Outsourced Service  
Provider Partner Award 2025  
UK and Ireland



salesforce.org  
CONSULTING  
PARTNER

IBM's acquisition of Salesforce specialists



an IBM Company



salesforce.org  
EQUALITY  
PARTNER

1st

Global Strategic  
Salesforce Partner

25

Years of Salesforce  
Expertise with 12K+  
Success Stories

4.80

4.80 / 5.0  
CSAT Score

150+

Industry  
Accelerators

5000+

Salesforce  
Specialists  
Worldwide

29500+

Salesforce  
Certificates  
Worldwide

21000+

Data & AI  
practitioners

Leader

In IDC MarketScape, Leader in Everest  
Group PEAK Matrix Assessment, Leader in  
Gartner Magic Quadrant and Top 3 Forrester  
Wave for Salesforce Services

# IBM is a leader in Government solutions



8,000+

industry consultant experts.

~13,000

Government and Defense certifications.

90%

of 10 largest governments are IBM clients.

400+

Government industry clients.

## Key partners



## Our track record

**80% reduced response time to new requirements**

In development or compliance for the Arizona Department of Child Safety, after human-centred design.

**50% time savings for case completion**

for the German Judiciary system with IBM Watson AI technologies.

**30% cost reduction**

in employee travel costs for the US General Services Administration through Next-Gen ETSNext.

## Recognitions and awards

- Leader in 2025 ISG Provider Lens Cybersecurity Services & Solutions for U.S. Public Sector
- Leader in 2025 ISG Provider Lens UK and Australia Public Sector Services & Solutions

## Client success stories

- Arizona Department of Child Safety
- City of Helsinki
- Department for Work and Pensions (DWP)
- Landratsamt Augsburg
- National Institute for Insurance Against Workplace Accidents (INAIL)
- New Jersey Department of Community Affairs
- Minijob-Zentrale
- Sonoma County
- State of Oregon
- UK Ministry of Defence
- Vasaloppet

# IBM Supporting Government

IBM helps government organisations deliver stable, secure, and continuously improving Salesforce services across critical public sector operations.

- Deep Public Sector Expertise – Including delivery experience with organisations such as the Health and Safety Executive (HSE), supporting improved case management and safer citizen interactions.
- Salesforce AMS Excellence – Incident management, enhancements, release management, DevSecOps and platform optimisation.
- Security & Compliance – Protecting sensitive data with zero-trust principles and alignment with NCSC and GDPR.
- Continuous Innovation – Leveraging AI for case routing, automation for workflows, and dashboards, improving operational visibility.
- Platform Modernisation – Roadmaps to optimise licences, retire technical debt and integrate Salesforce with wider government systems.
- Flexible Delivery Models – On-shore cleared teams, hybrid support, and scalable AMS across multiple Salesforce clouds.
- IBM enables government teams to maximise the value of Salesforce, reduce operational risk and deliver better citizen experiences.

## Government Services Supported by IBM



Defence and Intelligence



Public Safety and Policing



Healthcare



Life Sciences



Tax and Revenue Management



National Infrastructure



Social Care



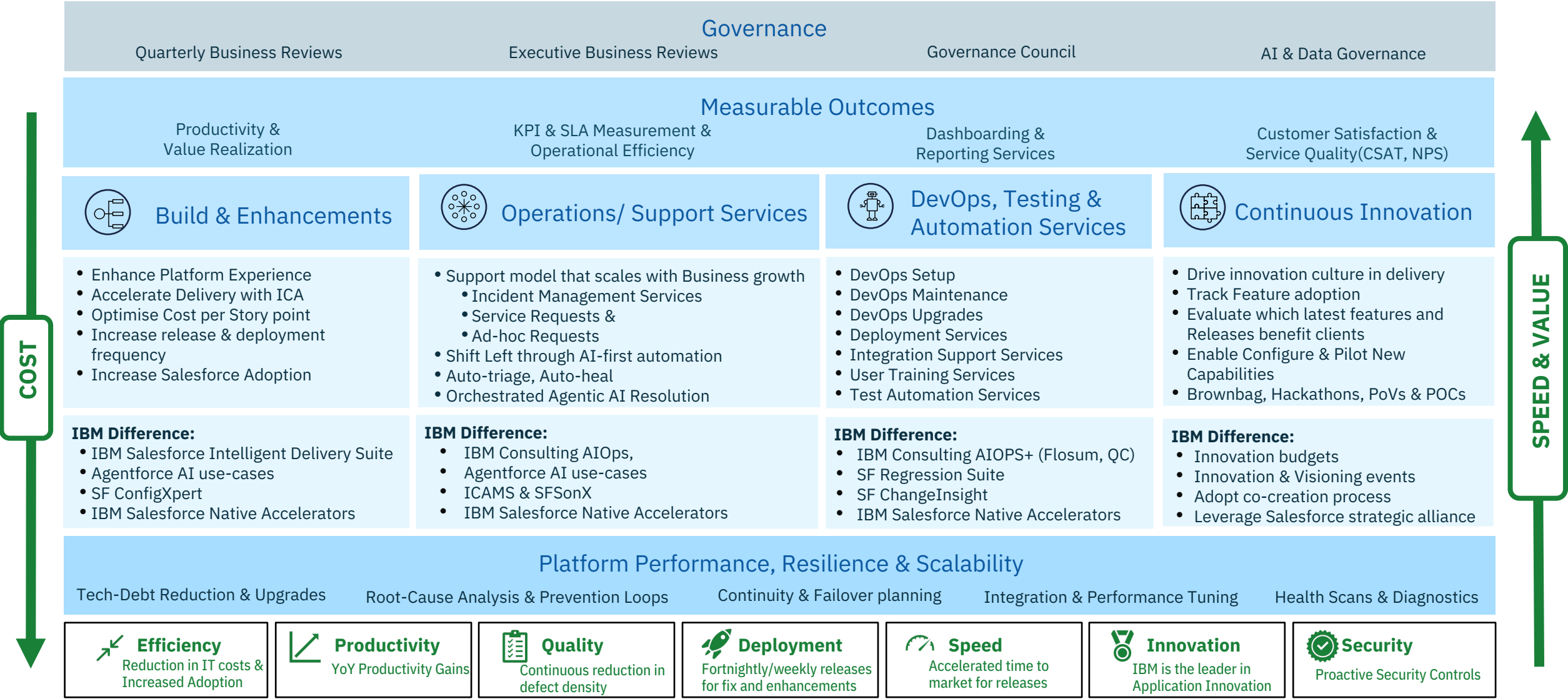
Education



Works and Pensions

# IBM Application Management for Salesforce

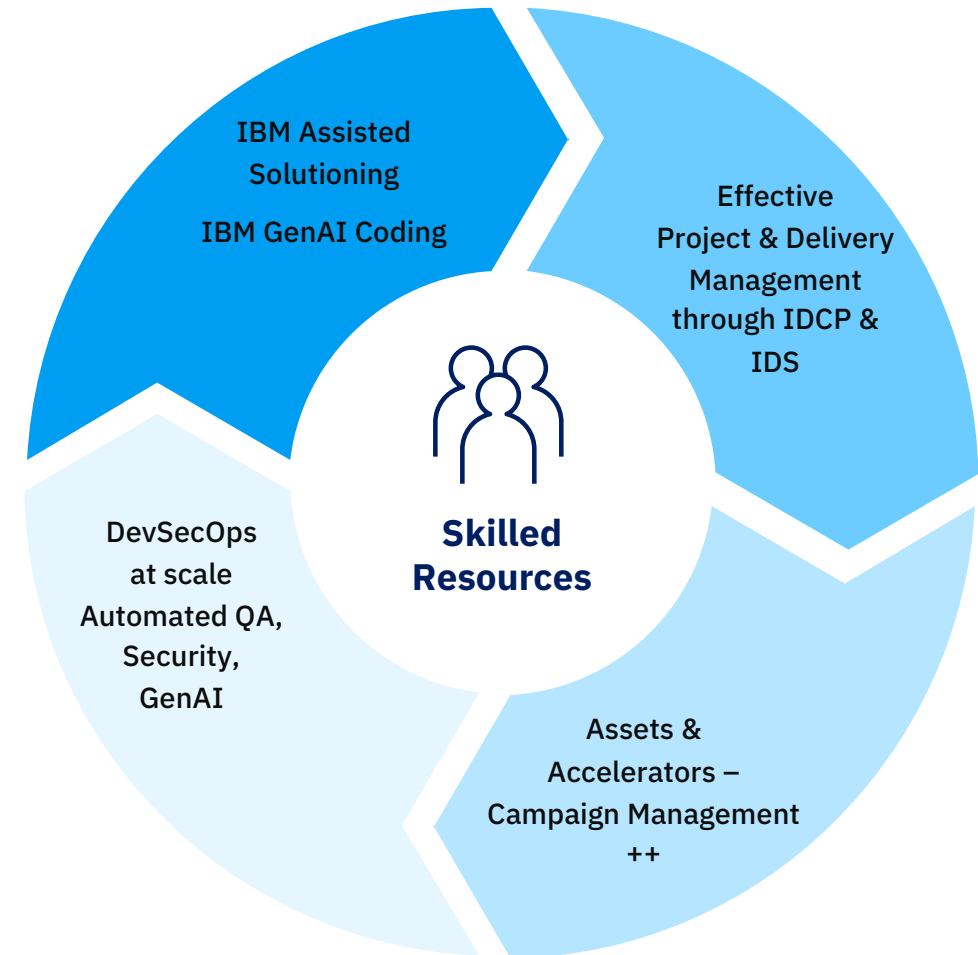
Our comprehensive managed services approach includes support, enhancements, and future-proofing the Salesforce Platform, powered by IBM Consulting Advantage, our own global AI platform, delivering 40%-50% measurable Business & IT benefits.



# Build and Enhancements

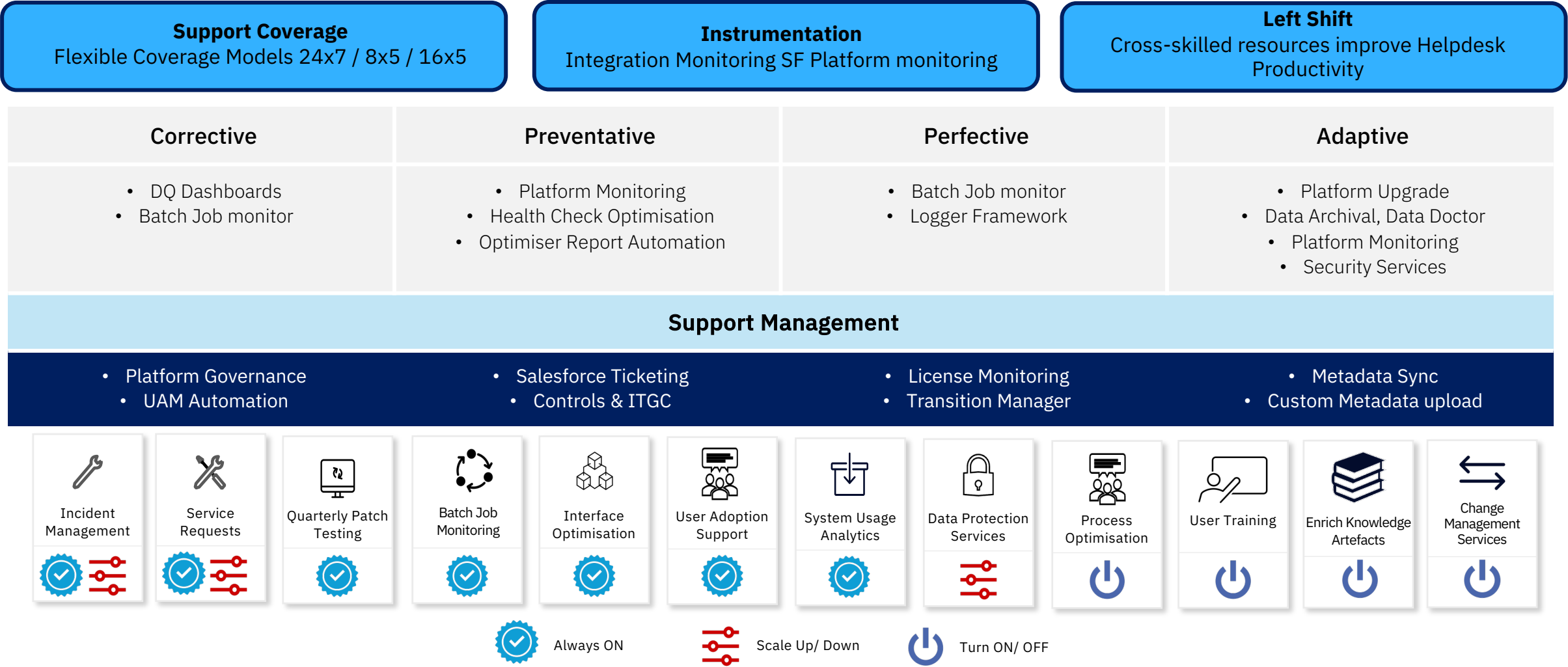
Comprehensive approach of support, enhancements & future proofing the platform, powered by automation infused by AI & Innovation will bring 40% - 50% business benefits that can be measured through KPIs.

- Flexible Operating Model - feature teams assigned to the Business group
- Ability to increase release frequency
- A Salesforce native-first approach
- Accelerated SAFe agile adoption
- Effective dependency management and redundancy reduction through IDCP for new features and feature optimisation
- Continuous Architectural Governance for the adoption of Agentic and AI-driven solutions; platform refactor for legacy customisation with Salesforce Automation
- Measurable KPIs and trends on velocity, rate of feature introduction
- Bring best practices, accelerators & automation



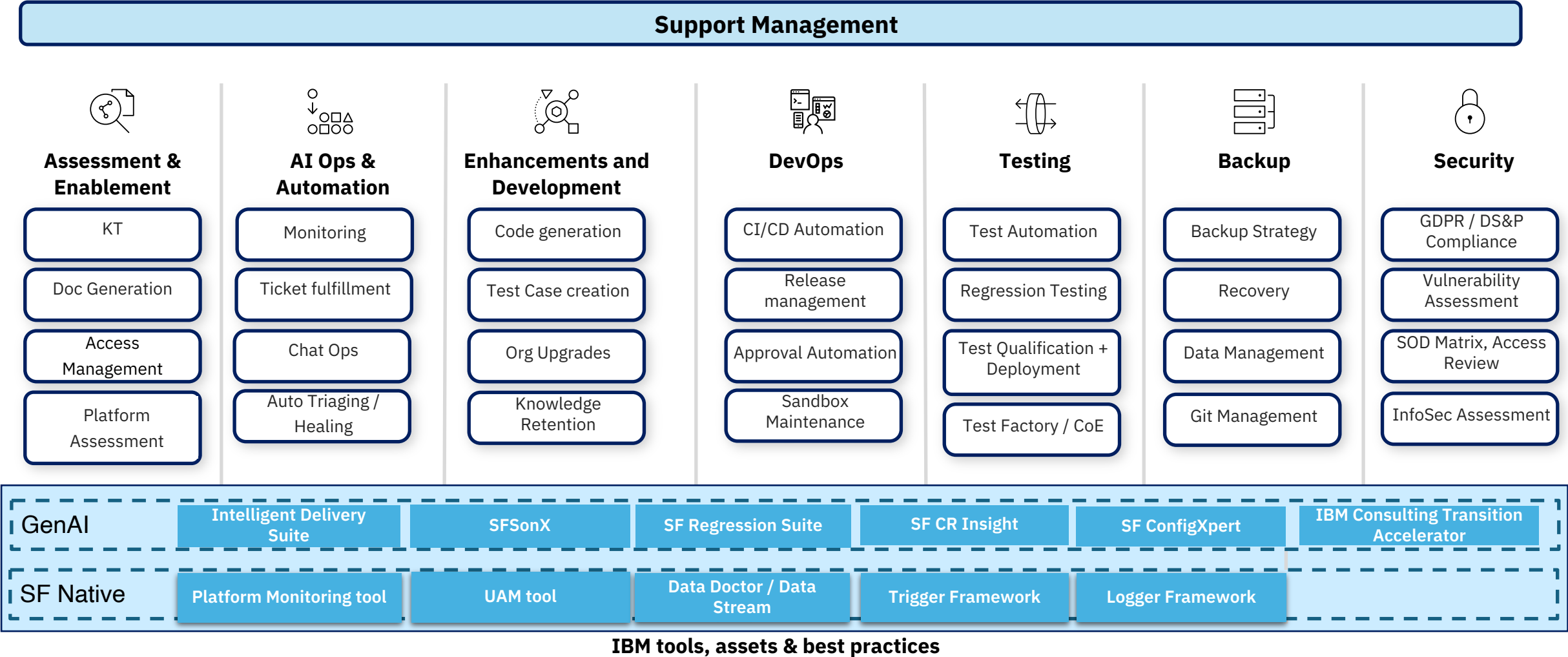
# Operations/Support Services

A value-based Salesforce support model offering breadth of services and depth of perfectly blended skills, methods & automation tools will unlock the value of Salesforce platform at reduced TCO delivering speed, quality & security.



# DevOps, Testing & Automation Services

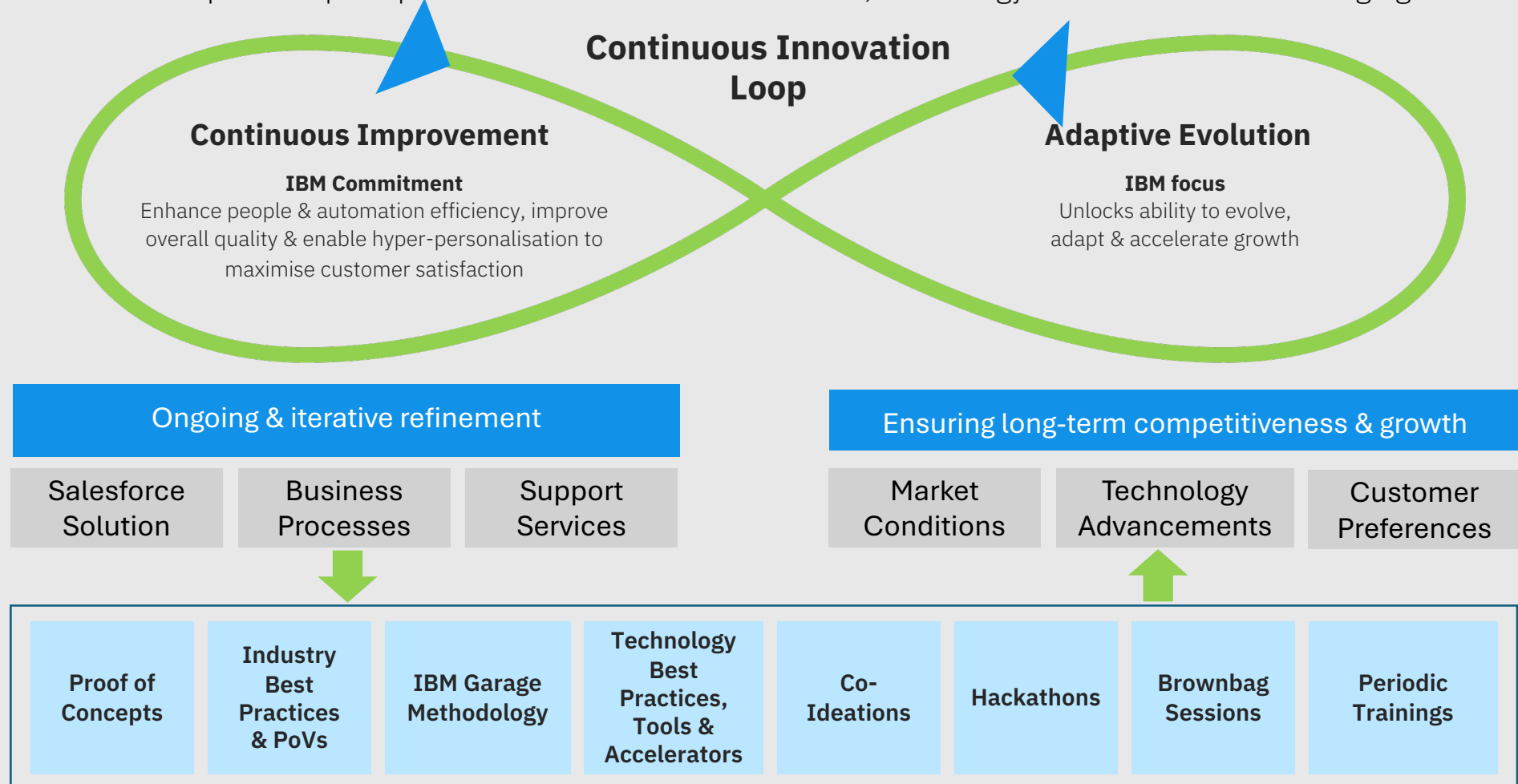
A combination of industry-standard tools and IBM created GenAI & Salesforce native tools, assets and accelerators drive the automation path for end-to-end operations



# Continuous Innovation

IBM Application Management for Salesforce teams blend creativity with cutting-edge technology to drive lasting impact. By consistently evolving, adapting, and refining, we ensure your business stays ahead in a rapidly changing world

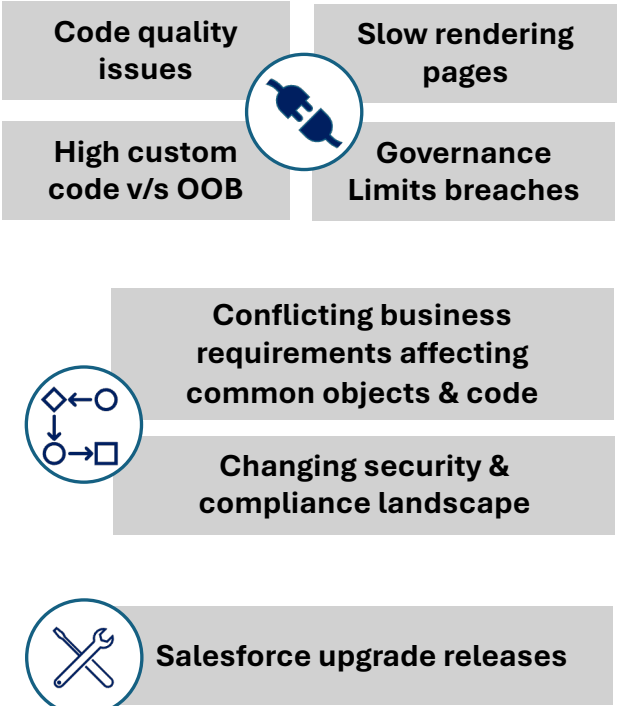
The Continuous Innovation Loop will help adapt to continuous market headwinds, technology advancements and changing customer preferences.



# Platform Resilience

The true value of a Salesforce platform is unlocked when performance is assessed, optimised, maximised & measured periodically - keeping tech-debt low & increasing platform resilience & scalability.

## Common Salesforce Platform Concerns

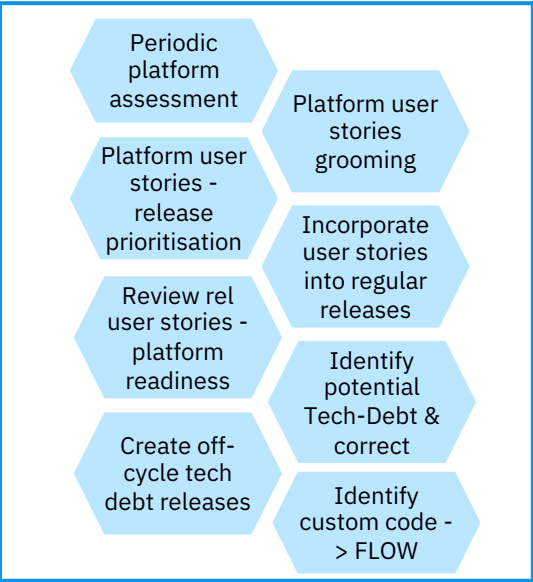


## IBM's Approach

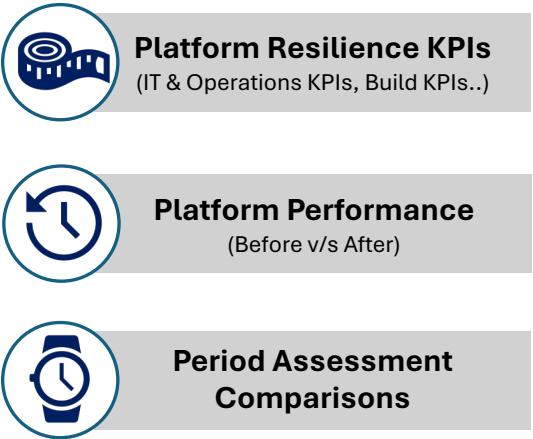
### Inputs



### Process



### Measurable Outcomes



# Integrating GenAI responsibly into all that we do

## The Impact of GenAI

Massive early adoption

**80%**

of enterprises are working with or planning to adopt Gen AI

Broad-reaching and deep impact

**7%**

raise in global GDP in next 10 years with Gen AI

Critical focus of AI activity

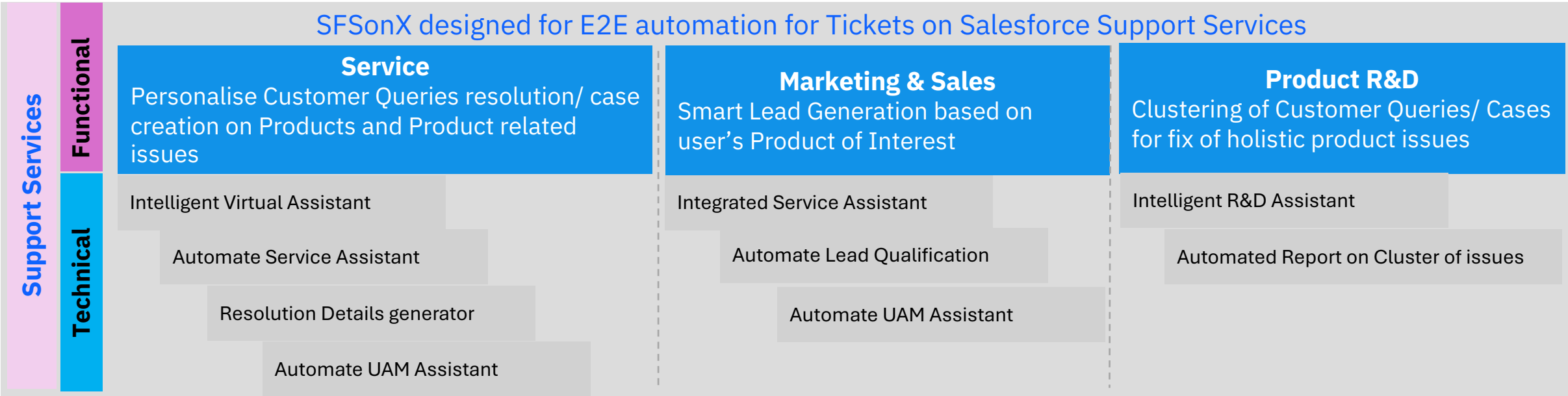
**30%**

of overall market will be represented by Gen AI by 2025

SFSonX: IBM Application Management for Salesforce powered by GenAI - Elevate, Automate, Excel!

Salesforce Intelligent Delivery Suite, AI+ Manage & enhance for Salesforce, Traditional AI, Gen AI in SFSonX Bot Solution

SFSonX designed for E2E automation for Tickets on Salesforce Support Services



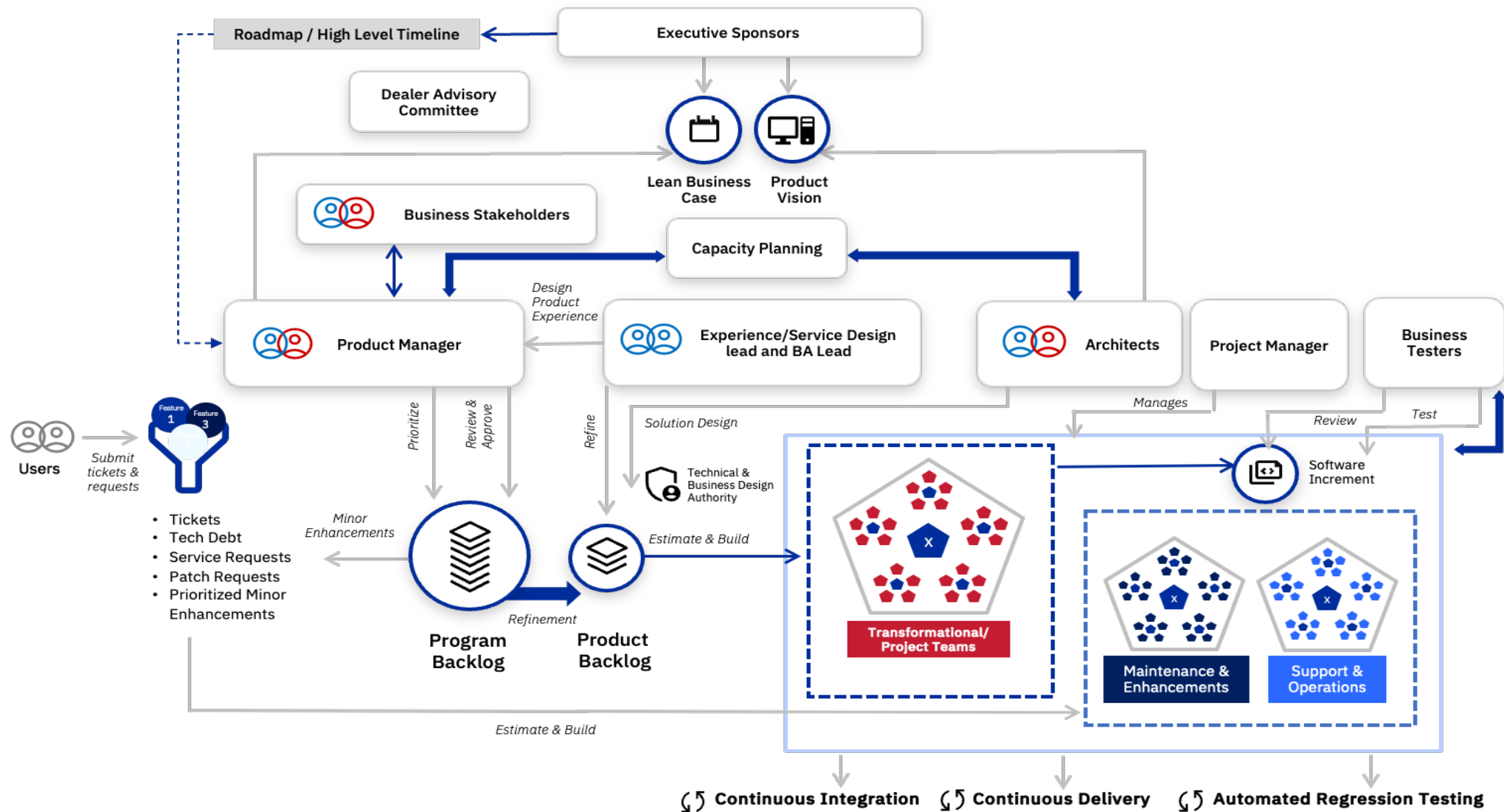
# Bringing it all together – Transformation & Operations

IBM delivers critical business outcomes through an operating model that synchronises transformation and operational delivery, maximising the value of IBM's differentiated solutions.

| BUSINESS OBJECTIVES | TECHNOLOGY FOCUS AREA                                                                                                                                                                                                                                                                                                                                 | VALUE LEVER                                                                                                                                                                                         | IBM OPERATING MODEL ALIGNMENT               |
|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|
| New Business Growth | <ul style="list-style-type: none"><li>• Leverage data, insights and new technologies, including AI and intelligent workflow, to inform decision-making for customers and sellers. Drive stronger performance and visibility to customer lifecycle.</li></ul>                                                                                          | <ul style="list-style-type: none"><li>• Data Strategy</li><li>• Multiple LLM/FMs with Data Cloud</li><li>• Gen AI, Agentic AI, Guidance, Pricing</li><li>• Experience Transformation</li></ul>      | Transformation Project Teams                |
| Profitable Revenue  | <ul style="list-style-type: none"><li>• Feature enhancements to functionality already in Production</li><li>• Post Go-live feature enhancements</li><li>• Platform Resilience through tech debt reduction, common objects maintenance, governance limits, seasonal upgrades, etc.</li><li>• DevOps &amp; test automation</li></ul>                    | <ul style="list-style-type: none"><li>• Higher user adoption</li><li>• Platform Resilience</li><li>• Improved release velocity</li><li>• Generative AI led user story development</li></ul>         | Enhancements, DevOps & Platform Maintenance |
| Cost Takeout        | <ul style="list-style-type: none"><li>• Efficient process and methodology for incident management</li><li>• Continuous knowledge base upgradation</li><li>• Left shift of tickets through automation and self-healing capabilities</li><li>• Generative AI for predictive ticket analytics</li><li>• Multi-lingual support powered by GenAI</li></ul> | <ul style="list-style-type: none"><li>• Ticket Reduction</li><li>• Self-Healing of tickets</li><li>• Self Help capabilities to Business users</li><li>• Generative AI led Impact Analysis</li></ul> | Support & Operations                        |

# IBM Salesforce Operating & Scaling Model

IBM's cross-functional full-stack teams unite Business and IT to optimise Salesforce investments, maximise ROI, and deliver measurable, value-driven outcomes.



# HSE Health and Safety Executive – COVID vaccination System

## Client Overview

The Health and Safety Executive (HSE) is a UK government agency responsible for the encouragement, regulation and enforcement of workplace health, safety and welfare, and for research into occupational risks in Great Britain. It is a non-departmental body of the United Kingdom with its headquarters in Bootle, England. In Northern Ireland, these duties lie with the Health and Safety Executive for Northern Ireland.

The HSE is sponsored by the Department for Work and Pensions. HSE provides public health and social care services. Consisting of Acute & Community Services nationally that directly employs 80,000 and funds a further 40,000.

## Program Overview

The year 2020 was a race against time to save lives - National programme required to vaccinate Healthcare workers during the pandemic. There was no pre-existing vaccinating sites or national system and with a small vaccinated population the solution needed to scale rapidly to mitigate hospital admission and reduce fatality rates.

A joint IBM & Salesforce delivery team distributed globally operationalisation of 600+ Care Homes, CHOs, GPs, Vaccination clinics, 2K+ vaccinators, 1,300 Operational Admins. 12x7 support with 24x7 on call support for P1.

## Highlights

- Multi-Cloud adoption
- 2.5+ years of engagement with IBM (Started in Q4'2020)
- Collaboration between client and IBM partners
- GIC ( Ireland + India CIC ) and multiple practice collaboration ( Ignite + Integration +SFDC PAs )
- Program implements multiple work-streams using a swim lane strategy – Covax ( Health Cloud / Marketing Cloud ) , Data , Integration , Service Cloud
- L2-AMS - 7 Monitoring runbooks covering 26+ sub-areas, and 8 service request SOPs
- FTE at Peak approx. 1 yr back - 80 ( IBM Geos 30+ India CIC – 50), Current – 50 ( IBM Geo – 20+, India CIC – 30+ )

## Solution

A joint IBM & Salesforce delivery team distributed globally in Ireland, the UK, India, Australia and the US, with an operationalisation of 1,000 people, during the peak of the global COVID-19 pandemic.

Global business change, training and adoption initiative to enable: 50+ Acutes, 600+ Care Homes, CHOs, GPs, Vaccination clinics, 2K+ vaccinators, 1,300 Operational Admins.

## Benefits

- Speed to Market with MVP Go-Live in 2 weeks and scaled within 10 weeks. Sales, Service, Marketing, MuleSoft
- Prevented ~139,000 fatalities during the first 5 months the vaccines were available (Source: Psychiatrictimes)
- 85% protection against hospitalisation (Source: Cidrap)
- MCA 2021 Innovation Winner ([Link](#) and [Story](#))
- Salesforce Partner Innovation Award 2021



