

G Cloud 15 - Framework Service Definition

Crown Commercial Service

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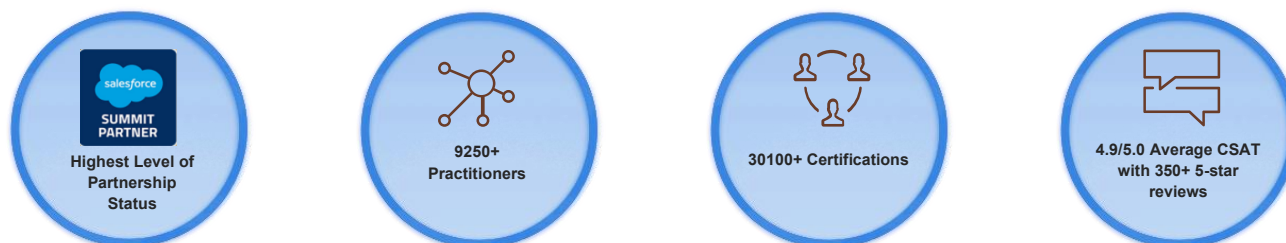
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1. Infosys Salesforce Practice Overview

Infosys is an experienced **Salesforce Global Strategic and Summit partner - highest level of partnership status** operating under three brands – [Simplus](#), [Fluido](#), and Infosys – that bring exceptional expertise and innovation through the platform to clients across the world.



Infosys offers services globally and has reinforced its capabilities and offerings in driving outstanding customer experiences, bolstered further by local presence in Europe, with Fluido and in North America and Australia, with Simplus.



We leverage innovative multi-cloud solutions and unique industry-specific IPs to tailor our services to each organisation. And, with over 9250+ practitioners and a steadily high CSAT score, we have both the quantity and quality to support your organisation's Salesforce-related digital transformation objectives. Infosys's deep industry, domain and technology expertise combined with our understanding of Salesforce clouds and AppExchange solutions like **nCino**, **Apttus**, **CloudSense**, **FinancialForce** to name a few, provides best-in-class business solutions to help clients achieve their business objectives.

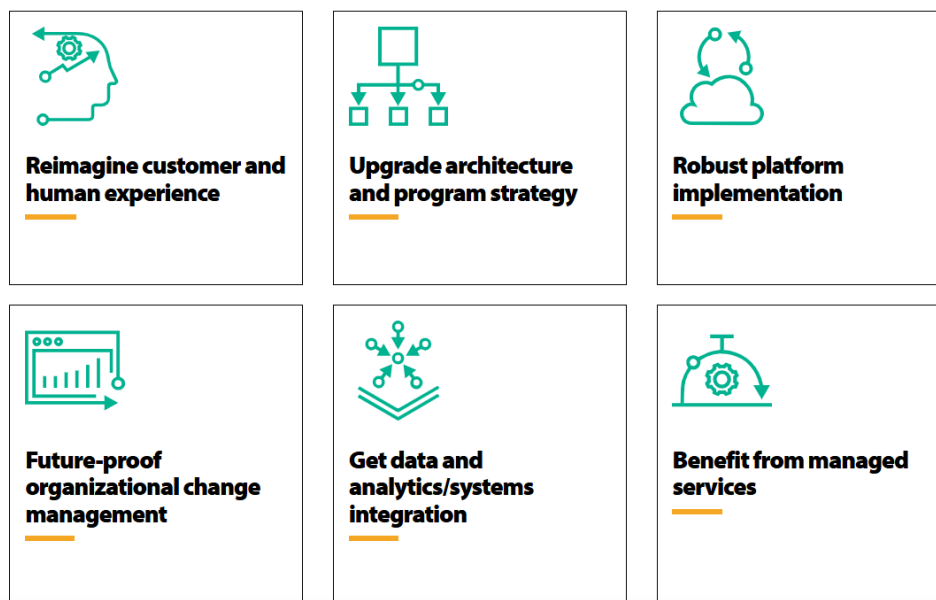


Figure 1. Infosys Salesforce Offerings Overview

1.1 About our Practice

Infosys Salesforce service offerings deliver superior experience to your customers, employees, and partners. We leverage innovative multi-cloud solutions, part of [Infosys Cobalt](#), and modern technologies like AI / ML to help accelerate the enterprise digital transformation and cloud journey. With proven domain expertise, we consistently reinforce our capabilities and offerings to drive outstanding customer experiences. The acquisition of **Fluidio**, **Simplus** and **BlueAcorn iCi** is one such example.

Fluidio (An Infosys Company):

- Fluidio is the #1 Salesforce Summit Partner in Europe.
- It is also an official Salesforce training partner and a member of the Salesforce Global Advisory Board for Marketing Cloud, Experience Cloud, Field Service, and the Platform.
- With over 450 multinational experts across Europe, Fluidio helps organisations reach their strategic goals and create outstanding customer experiences using Salesforce technology.

Simplus (An Infosys Company):

- Simplus is the #1 Salesforce partner in the US and Australia.
- It includes a team of 600 experts representing 17 nationalities and 20 languages on four continents, more than 2,000 clients, and a high CSAT score.
- At Simplus, we are advisory-led and industry-focused. We provide multi-cloud solutions and enterprise-wide digital transformation through advisory, implementation, change management, custom configuration, and strategic managed services

BlueAcorn iCi (An Infosys Company):

- Blue Acorn iCi is the leading independent digital customer experience company.
- They work with executives responsible for the growth of Fortune 500 brands (and those who aspire to enter the Fortune 500) who want to get more out of their digital customer experience.
- Through the strategic fusion of content management, commerce and analytics, Blue Acorn iCi's teams solve problems and deliver results leveraging deep expertise in strategy, experience design, engineering, and DTC services.

We enable our clients to achieve process simplification, process harmonisation, actionable and integrated cross functional dashboards, unified collaboration across all touchpoints in Customer Lifecycle; thus, going beyond simply deploying cloud experts. Rather, these cloud practitioners possess industry cloud expertise with a unique blend of both domain and technology knowhow. We have adopted a robust design thinking process in line with the SAFe Agile framework that is based on a trigger-to-synthesise process. Additionally, we are strengthening our position with various horizontal and vertical or industry-centric solutions.

Infosys Salesforce Practice Global Certification Approach:

- With expanding Salesforce product portfolio, we encourage and compensate our practitioners to appear for various certifications aligned to area of expertise and interest. We consider Salesforce Developer, Admin, Sales, Service and Marketing Cloud certifications as the most valuable even today as these certifications strengthen the fundamental knowledge of the practitioners on the platform.
- Apart from external certifications Infosys has internal Salesforce certification programs that enables the candidate to take on the external certifications offered by Salesforce confidently. We also have over **100 Salesforce courses on Infosys learning management platform called "LEX"** where we measure the DQ (Digital Quotient) scores of the employees and incentivise them upon reaching highest DQ scores on leaderboard. We also have a skill tagging mechanism common to all the Digital technology practices within Infosys and employees are incentivised upon meeting the pre-requisites for Salesforce skill tags.
- Our Salesforce talent pool consists of over **9250+ Practitioners with over 30,100 certifications**.

For more information on certification, please visit

<https://appexchange.salesforce.com/appxConsultingListingDetail?listingId=a0N30000001ry7oEAA>

1.2 Our Strong Partnership with Salesforce

We liaise with Salesforce for Joint implementation, project health checks, Design reviews, discussion on product roadmaps, co-development and co-marketing of industry solutions.

Salesforce Expertise:

- Presence in Salesforce MVP and 18 Salesforce Partner Advisory Boards
- Presence as a Salesforce Agentforce Trusted Partner
- Honoured as a Salesforce Days 2024 Winner in Multiple Regions - Americas, APAC, and India
- Co-marketing with Salesforce on Data Cloud, creating industry packages and learning content for partners and customers
- <https://www.forrester.com/press-newsroom/forrester-announces-emea-recipients-of-2025-customer-obsessed-enterprise-award/>



Figure 2. Our Accolades



Partner Innovation Award at Dreamforce for M1

<https://www.constellationr.com/blog-news/insights/supernova-award-spotlight-how-singapores-m1-cloud-transformation-led-personalized>

1.3 Recognised as leading Salesforce Services Provider by key Analysts

- **Recognised as a Leader in Salesforce Services by NelsonHall**

Also recognised as a Leader in Experience, Marketing, Commerce Clouds, Field Service, Revenue Cloud, MuleSoft and Vlocity.



Figure 3. NelsonHall Analyst Rating

- **Positioned as a Leader and Star Performer in the Everest Group PEAK Matrix® Assessment 2024 for Salesforce Services.**



Figure 4. Everest Group PEAK Matrix Assessment

- **Recognised as a Leader in IDC MarketScape Salesforce Implementation Services 2024- 2025**

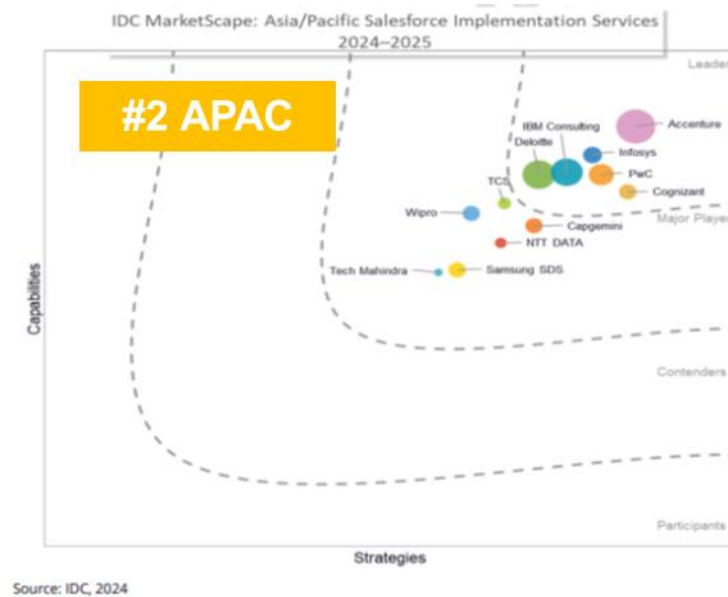


Figure 5. IDC MarketScape Analyst Rating

- **Infosys has been recognised as a Leader across Germany, the U.K., and the U.S. in the ISG Provider Lens™ 'Salesforce Ecosystem Partners 2025' study for its AI-powered multi-cloud implementation services, marketing and commerce implementation with AI enablement, managed application services, and industry cloud implementation services for large enterprises. It has been recognised as a leader in Brazil for Managed Application Services - Large Enterprises.**

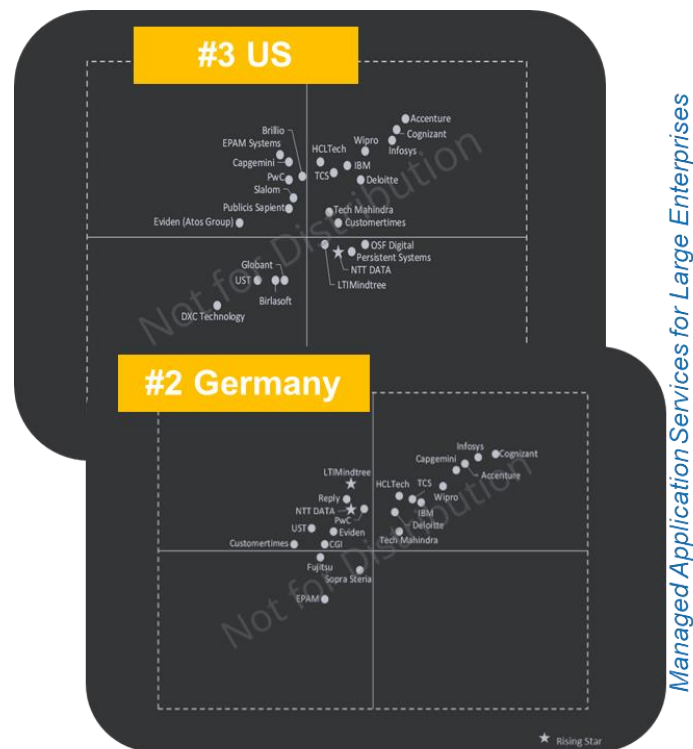


Figure 6. ISG Provider Lens Analyst Rating

2. Our Offerings in Public Sector and Higher Education

The Infosys Salesforce practice has been at the forefront bringing cloud solutions to the public sector and educational institutions. Equipped with key partnerships and ongoing innovation, we help these institutions leverage Salesforce for improved onboarding, retention, and community engagement on the issues that matter most.

Learn more about building a partner community with capabilities like digitised onboarding and enrollment, thereby driving engagement with dynamic data.

Universities are constantly looking for ways to thrive and differentiate in the digitised world. They are becoming more aware of the role technology plays in making them stand out. Universities have entered a hybrid era where they must contend with new generations of students with consumer-grade expectations for digital experience and an increased importance on private partnerships and industrial engagement.

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Infosys Salesforce Practice is well prepared to help clients navigate challenges and deliver the best-in-class customer experience. In the ANZ market, Infosys-Simplus was named Salesforce.org's Partner of the Year for Education.

Our Higher Education solutions and offerings cater to personas such as – Partners, Alumni, Students and Prospects and ensure:

- Empower Student Recruitment to Attract Top Talent
- Build a Compelling Admissions Experience
- Provide a Seamless Journey across the Student Lifecycle
- Connect Physical and Digital Spaces for a Holistic Experience
- Prioritise Proactive Student Support and Wellbeing across Channels
- Strengthen Industry Engagement and Generate Sustainable Revenue
- Foster a Thriving and Engaged Alumni Community
- Leverage Data-Driven Insights for Strategic Action

Key Links for more information:

- <https://www.infosys.com/industries/public-sector.html>
- <https://www.infosys.com/industries/education.html>
- <https://www.fluidogroup.com/industries/salesforce-education/>
- <https://simplusaaustralia.com.au/salesforce-for-education/>

3. Our Transformation Services Overview

We accelerate the value journey through **advisory-led, industry-focused digital transformation** in the Salesforce ecosystem. Our wide array of Salesforce services is delivered through our **innovative enterprise-grade business platforms, AI accelerators**, and several other assets. As a global team, we help customers operate as Live Enterprises through simplified Salesforce journeys that deliver results that matter.

We take end-to-end delivery responsibility of Salesforce engagements starting with **Program Governance, Business consulting, Requirements analysis, Design, Implementation, Integration, testing to roll outs**. We also support **Change Management** and **user adoption** specific requirements on Salesforce programs.

With the acquisition of Fluidio, Simplus, Wongdoody, BlueAcorn Aci, Oddity, Carter our dependence on external channel partners in those regions have reduced. On a few occasions, we have liaised with local partners to address the need for local language support or fulfilment of staffing ramp up with short lead times. We follow an elaborate process for vendor qualification and empanelment before onboarding vendor resources. We have collaborated with Salesforce Professional Services, KPMG, PWC, McKinsey and Company and multiple other consortiums in the past.

Advisory-Led, AI-First, Data-Driven, Industry-Centric Delivery Approach:

Our Transformation Services offering provides UK public sector organisations with a structured, outcome-driven approach to modernisation, built on an **advisory-led methodology** that ensures every transformation initiative is grounded in strategic clarity and measurable value. At the heart of our approach is an **AI-first philosophy**, where industry-specific process value maps and capability frameworks shape how change is designed, deployed, and continuously optimised. Leveraging these maps—spanning sectors such as Healthcare & Life Sciences, Public Services, Financial Services, Manufacturing, and Communications—our teams ensure that transformation programmes are aligned to the unique operational needs and regulatory expectations of the UK public sector.

Our method begins with **strategic planning and executive value alignment**, where we work closely with stakeholders to understand organisational priorities, performance gaps, and long-term ambitions. We then define the **business process transformation blueprint**, assessing existing service models and identifying opportunities for streamlining, automation, and experience uplift. This advisory work is underpinned by rigorous **technical system and architecture planning**, where cloud-native architectures, integration landscapes, data platforms, and AI components are assessed and designed to support secure, scalable, and interoperable public-sector-grade services.

Execution is governed through **Transformation Value Realisation Planning**, ensuring all change activities—from roadmap definition to delivery—are tightly linked to quantifiable outcomes such as cost efficiency, service quality, user experience, and policy-level impact. As part of our service, we embed **Salesforce adoption and value-driven organisational change management (OCM)** where applicable, ensuring that technology deployments translate into real behavioural and operational improvements across frontline, mid-office, and back-office functions.

We bring deep strength in **Data, Native AI, and Generative AI technologies**, enabling public sector organisations to leverage predictive insights, automation, and intelligent decision support across mission-critical operations. Our **Enterprise AI Excellence** framework ensures all AI deployments meet standards for ethics, transparency, safety, and alignment with UK government guidelines for responsible AI use.

4. Our Managed Services (AMS) Overview

Infosys' AMS offering minimises run costs and accelerates enhancements by addressing heavy customisations and low-maturity support through a set of core guiding principles.

- Seamless transition and support using standard operating models.
- Shared services approach to ensure optimum availability of right SMEs.
- Leveraging People and Software model for maximum automation and error free delivery
- Focus on business KPIs and new age pricing models
- Enabling progress towards AMS Modernisation - a future proof application platform with significant reduction in TCO
- We deliver AMS across all Salesforce applications, covering L1.5, L2, L3, enhancements, support—24x7 or aligned to business needs—and manage application support.
- For L4 Support (Platform related issues), the Infosys Salesforce team liaises directly with platform vendor or Salesforce for issue investigation and resolution.

This offering is described in terms of typical client challenges, Infosys solution and customer benefits.

S.No.	Challenge	Solution	Benefits
1	Excessive cost of maintenance and support of application	Leverage Infosys' Global Delivery Model (GDM) and new engagement models, including ticket-based pricing, co-sourcing, and shared services model	Flexibility to address variable resource requirements as a result of changing business needs, while delivering significant cost savings
2	Transition of large, complex and mission critical applications is time consuming and risky	Utilise Infosys' phased transition framework and tools along with deep domain knowledge to assure smooth transition	Rapid and safe transition delivers quicker ROI and minimal disruption to business
3	Current productivity improvement is limited	Employ Infosys' continuous improvement framework for preventive maintenance, accelerators, best practices, processes, tools, and automation	Continuous improvement in productivity and operational efficiency
4	Limited predictability and reliability, as well as time intensive changes and enhancements	Utilise Service Level Agreement (SLA) based framework to provide superior quality service	Higher predictability, reliability, faster time-to market, improved service levels, and quality
5	Aging workforce and impending risk of knowledge loss	Employ Infosys' comprehensive knowledge management tools to retain and enhance knowledge base	Effective knowledge management resulting in improved performance, competitive advantage, and innovation

4.1 Day in Life of an Incident: Ticket generation till resolution / movement to L3 desk

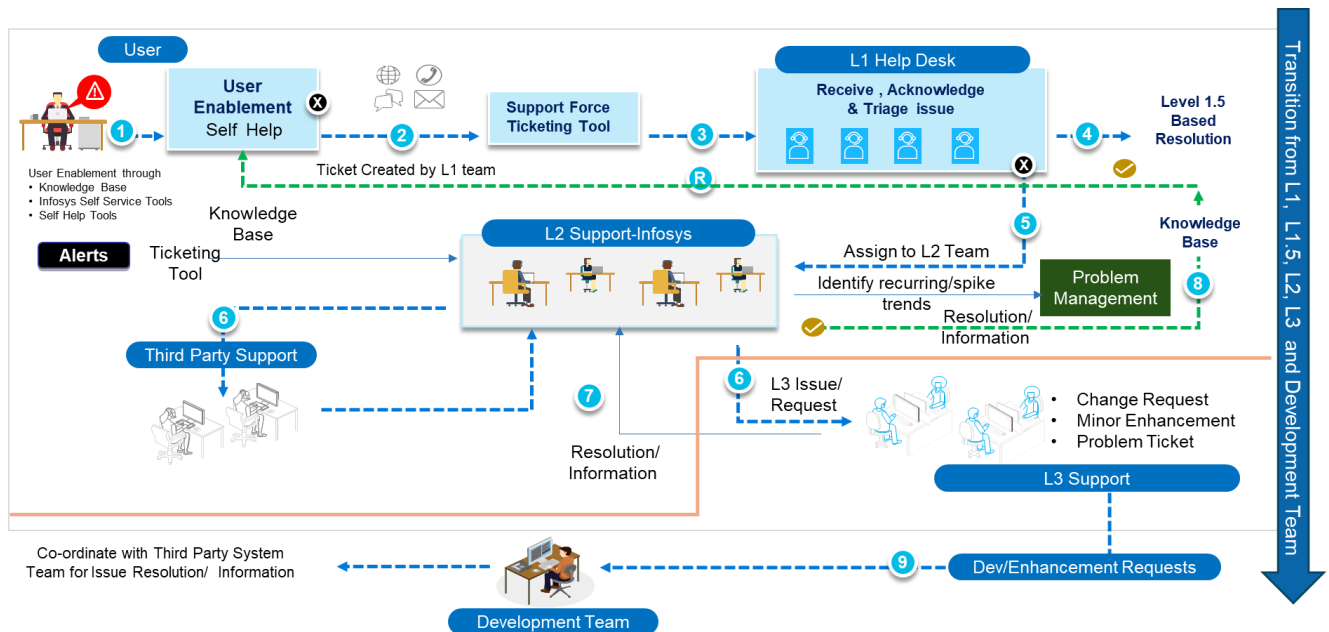


Figure 7. Day in Life of an Incident

4.2 Support Coverage for UK

Infosys will operate through an onsite, nearshore, and offshore support model using the Infosys Global Delivery Model (GDM) for distributed project management and multi-location teams.

For applications designated as 24x7 on call (P1), Infosys will provide after hours support whenever a Priority 1 issue is raised. A monthly on call calendar will be published with assigned offshore and shift resources, and the help desk is expected to directly contact the on-call consultant for any P1 issue as soon as the ticket is logged.

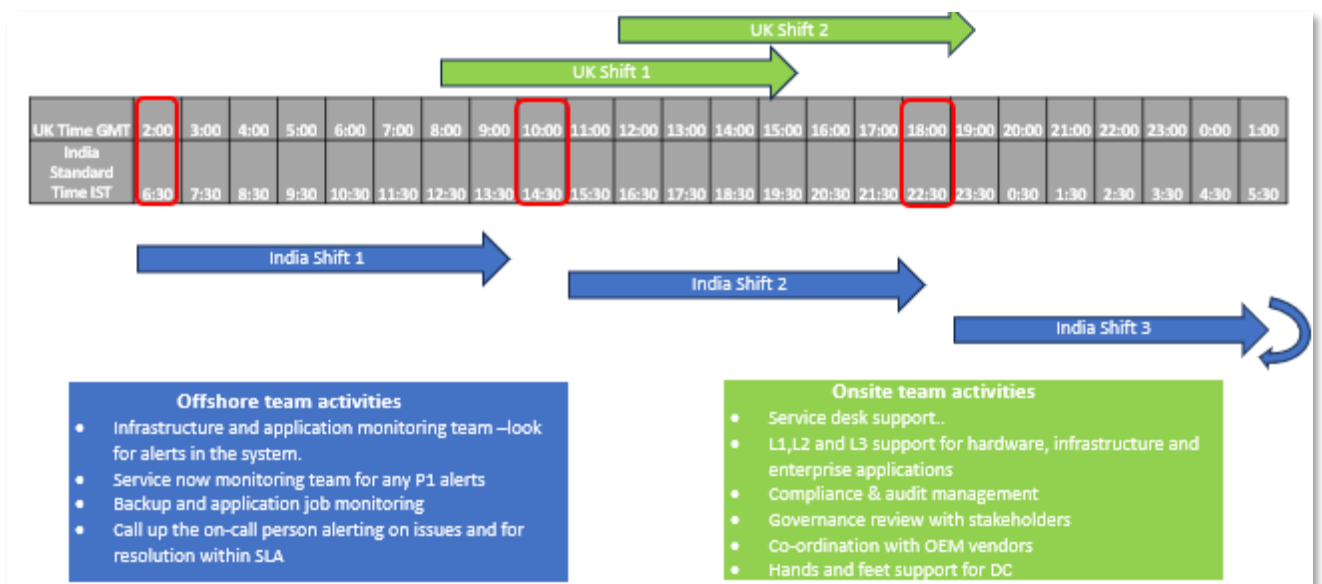


Figure 8. Onsite-Offshore Support shifts and activities

5. Our Approach and Methodology

5.1 Infosys Salesforce Services for Managed Cloud

Salesforce Cloud Support services complement Managed Cloud by running a disciplined, proactive operating model on top of the client's cloud infrastructure—continuously tracking org health, limits, and performance; enforcing security, permissions, and compliance; and governing release and change with structured readiness checks and impact analysis. Standardised triage and resolution playbooks accelerate incidents and service requests, while usage, license, and adoption of analytics right size resources and streamline operations. The net effect is higher uptime and stability, safer upgrades with fewer post release defects, lower run costs through better license utilisation, and clear, measurable business outcomes—shifting Salesforce from a reactive cost center to a predictable, value driven managed service.

5.2 Infosys Salesforce Services for Quality assurance & performance testing

Infosys will liaise closely with Salesforce to carry out all performance testing activities. Using a philosophy aligned with integration testing, an end state production like load is replicated on test systems to identify potential stress points and volume related issues. Special attention is given to high-volume transactions and business critical processes to ensure they perform reliably under peak conditions. During execution, performance metrics, test results, and system behaviours are captured and analysed, with issues resolved proactively prior to making the system available for go live.

5.3 Infosys Salesforce Services for Set Up and Migration

Infosys provides setup and migration services for Salesforce Cloud platforms, supporting enterprises in transitioning from legacy systems (such as Siebel PRM) or other alternative technology platforms to Salesforce. The migration approach is driven by a thoroughly analysed platform migration strategy, ensuring a structured and low risk transformation to the Salesforce ecosystem.

Migration services cover application migration, data migration, and revised integration strategies, enabling customers to modernise business processes while preserving data integrity and continuity of operations. The service is aligned to specific Salesforce Cloud services, leveraging Salesforce exposed services to ensure compatibility, scalability, and seamless interaction with existing enterprise systems.

Infosys' migration methodology ensures minimal disruption by carefully planning migration phases, validating migrated data and functionality, and aligning integrations to meet the target Salesforce Cloud architecture.

5.4 Infosys Salesforce Services for Security

Our Infosys salesforce services complement security services by embedding set of security services into everyday operations and enhancements—covering security strategy, risk management, secure by design, cyber security consultancy, testing, incident handling, and audit support- applied across access controls, configuration baselines, integrations, data protection, and release/change processes. Our approach is aligned to industry-recognised qualifications and standards (e.g., CISA, CISP, CEH, OSCP, CCNA, ISO27001LA). Through continuous monitoring, disciplined change governance, and structured security reviews, we reduce risk, strengthen compliance, and keep Salesforce environments resilient and audit-ready.

5.5 Infosys Salesforce services for Training Activities

Infosys provides structured training services for Salesforce Cloud–hosted applications using a **train-the-trainer approach**. Training is designed to enable client nominated trainers with the knowledge required to support the implemented Salesforce solution within their organisation.

Training is **tied to specific Salesforce Cloud services** delivered as part of the engagement and focuses on application usage, configuration awareness, and service level operational understanding. End-user training and Salesforce platform level training are **outside the scope** of this service and are supported directly by Salesforce.

5.6 Infosys Salesforce services for Ongoing Support

Infosys provides ongoing support for buyer hosted or buyer software Salesforce environments focused on **user management** (roles, permissions, onboarding / offboarding) and **service management** (configuration fixes, data corrections, maintenance). **Platform level constraints and helpdesk responsibilities** remain with Salesforce, and any **platform-related issues are liaised directly** with Salesforce. This ensures day-to-day continuity of the implemented solution within the boundaries of application support.

6. Infosys Customer Experience Suite for Salesforce

6.1 Product Overview

Infosys Customer Experience Suite for Salesforce is a unified, Salesforce native platform designed to seamlessly integrate across enterprise systems, development processes, and delivery workflows to improve productivity, streamline execution, and enable automation. **This is an Infosys IP tool, cost inclusive and the pricing details would be discussed during SoW creation stages.**

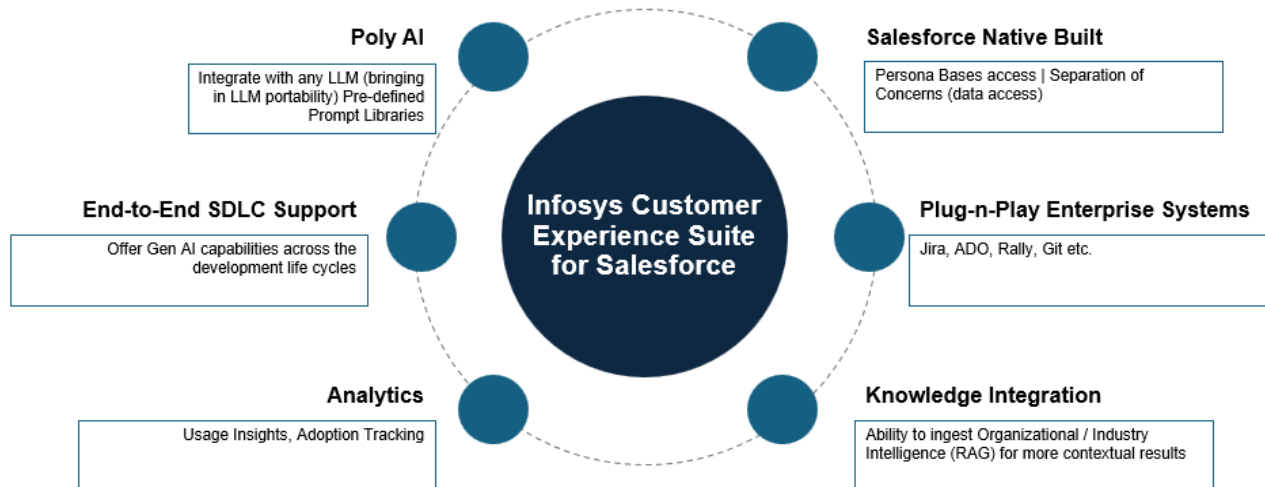


Figure 9. Infosys Customer Experience Suite for Salesforce

It is built on a Poly AI architecture, enabling integration with any Large Language Model and providing predefined prompt libraries to accelerate adoption. The suite supports plug and plays integration with enterprise systems such as Jira, ADO, Rally, and Git, and includes knowledge integration using RAG to ingest organisational and industry intelligence for more contextual outcomes. Built-in analytics deliver usage insights and adoption tracking, while persona-based access and separated data controls strengthen security and governance. It supports end-to-end SDLC and brings GenAI capabilities to the full software development lifecycle, covering everything from planning and development to release. This helps improve efficiency and consistency across all stages of delivery.

6.2 How Infosys Customer Experience suits for Salesforce Complements Cloud Support Services

The Infosys Customer Experience Suite for Salesforce complements cloud support services by running as a managed package inside the client's Salesforce org/environment to infuse AI-driven incident intelligence, org-health telemetry, and automated change governance into day-to-day AMS operations. It works alongside existing cloud support processes to make platform management more proactive, controlled, and insight-driven, without altering the customer's cloud infrastructure or Salesforce core capabilities. It transforms cloud support into a predictive, stable, and cost-efficient managed service with faster issue resolution, safer releases, and higher ROI on Salesforce operations.

- **Managed Cloud-** The Suite runs as a managed package inside the client's Salesforce org, adding AI-driven telemetry, incident intelligence, and governed change controls directly into platform operations. It enriches

existing AMS processes with proactive insights across org health, limits, and usage patterns, enabling more predictable and stable cloud management.

Benefits - Delivers higher stability, faster incident resolution, safer releases, and improved cost efficiency across managed Salesforce environments.

- **Cloud Financial Services Management-** The tool connects to the customer provided LLM and RAG and utilises their capabilities. Suite accelerates FSC delivery by providing AI-assisted configuration patterns, data-mapping guidance, and compliance insights—while fully respecting FSC’s native financial models and regulatory structures

Benefits - Improves FSC delivery speed, strengthens compliance, and boosts advisor productivity without altering core FSC capabilities.

- **Security Services** - Suite enhances cloud security operations by continuously evaluating permissions, access risks, and configuration vulnerabilities within the Salesforce org. Its built-in guardrails and telemetry provide early visibility into misconfigurations and compliance gaps, strengthening enterprise security across managed cloud estates.

Benefits- Improves security posture and audit readiness through ongoing risk detection and enforcement of best-practice security patterns

- **Quality Assurance and testing-** Suite enforces engineering standards by applying AI-guided static analysis, story-to-design traceability, and automated test-class generation directly within the org. It reduces technical debt and improves release hygiene through continuous validations and structured quality checks. The tool examines existing code on privacy by design and utilises suggested changes.

Benefit- Results in cleaner builds, fewer regressions, and faster QA cycles with stronger, evidence-based quality gates.

- **Ongoing Support-** The Suite upgrades L1 and L1.5 operations with automated triage, incident pattern detection, and real-time org-health telemetry that helps prioritise and resolve issues faster. It embeds code/security guardrails and change-management automation to maintain stability across sandboxes and production.

Benefits - Delivers faster resolution, fewer repeat incidents, safer deployments, and higher ROI - across ongoing AMS support layers.

7. Infosys Salesforce Assets, Tools and Accelerators

Some commonly used Customer Experience suites for salesforce tools for AMS are:

Tool / Accelerator	Usage and Benefits
Salesforce Debug Analyser	Analyses Salesforce debug logs and extracts useful insights such as execution order, limit usage, SOQL statements, and trigger behavior. Benefits: Cuts MTTR by quickly pinpointing root causes in logs, reducing incidents, bugs, and defects.
Audit Trail Manager	Automates audit trail report setup across selected orgs, with scheduled generation and automated email distribution. Benefit: Alert teams to unauthorised configuration
Best Practices Enforcer	Scans Apex code, triggers, validation rules, and dashboards to ensure compliance with coding, testing, and dashboard best practices across the org. Benefits: Improves code quality and stability, trimming build/test cycles by ~10%.
Salesforce PMD Violation	This tool automates the process of tracking, reporting, and alerting on the PMD Static code analysis violations daily Benefits: Automates static analysis reporting to catch violations
Salesforce Permission Viewer	This tool extracts and visually presents profile and object permissions for easier understanding. Benefits: reduce transition/incident handling by ~15%.
Code Coverage Manager	Centrally manages code coverage across organisations with proactive alerts and historical trend tracking. Benefits: Saves 4–8 hours per release
Salesforce Governor Limit Monitor	Notifies Admin and Support teams when Salesforce governor limits breach defined thresholds. Benefits: saves ~10% effort and avoids runtime failures.

8. Case Studies / Success Stories

8.1 Transforming Customer Care with AI-Driven Innovation for The Financial Times (FT)

Overview:

The Financial Times (FT), a globally recognized leader in financial news and analysis, partnered with Infosys to elevate its customer service operations and transform how they engage with a growing subscriber base. In an era of increasing digital transformation, FT's customer service model needed to evolve into a more efficient, AI-driven system that could scale globally, increase productivity, and provide personalized support. Here's how this partnership led to a groundbreaking solution that redefined customer care and helped FT expand its global footprint.

About The Financial Times (FT):

The Financial Times (FT) is renowned for its authoritative journalism in global finance and economics. Serving a broad range of global customers, FT was facing increasing challenges as its customer base and product offerings continued to grow. The need for enhanced customer support processes was critical to their mission of providing personalized, timely service.

Challenges & Drivers:

FT faced several key challenges in achieving its vision for world-class customer care:

- **High Volume of Requests:** More than 50% of incoming cases could be directed to self-service options, streamlining workflows and increasing agent productivity.
- **Manual and Inefficient Workflows:** Significant manual processes across multiple channels (email, phone, web chat) affected efficiency.
- **Inconsistent User Experience:** Customers faced a fragmented experience across desktop, mobile, and apps.
- **Growing Subscriber Base:** With more customers and product offerings, FT needed scalable processes to manage complex queries.
- **Technology Fragmentation:** Using multiple systems caused inefficiencies and inflated costs, further complicating their customer service processes.
- **Global Scalability:** FT's global expansion required a robust, scalable support system to maintain high-quality service across regions

Partnership with Infosys:

FT partnered with Infosys to deploy cutting-edge AI-enhanced solutions, aiming to revolutionize their customer care operations. Infosys and its subsidiary Fluidio, a Salesforce advisory leader, worked together to transform FT's approach to customer interactions. FT aimed to shift from transactional customer service to growth-focused conversations, creating more valuable relationships with their subscribers.



John Kundert

Chief Product & Technology Officer (CPTO), The Financial Times

“Achieving 31% case deflection and automating routine transactions allows our teams to focus on delivering real value. This transformation is a testament to Infosys's commitment to building intelligent, scalable solutions that keep us ahead in a rapidly evolving business landscape”.

The AI-Enhanced Solution:

Infosys implemented an innovative, AI-driven strategy, utilizing advanced tools and technologies to resolve FT's challenges and establish a foundation for future growth. Here are the key solution features:

- **AI-powered ChatBot with Guided Self-Serve:** Personalized real-time responses to common queries, enhancing customer satisfaction.
- **Spam Reduction with Web-to-Case:** Transitioning to web-based case management to reduce spam and streamline workflows.
- **Advanced Case Classification with Einstein for Service:** Automated case classification to speed up resolutions and increase consistency.
- **Asynchronous Messaging via LiveChat (MIAW):** Seamless customer conversations across channels with reduced wait times.
- **Consolidated Technology Stack:** Unified Salesforce Einstein, Twilio, and internal tools to reduce operational costs and improve system efficiency.

Key Results:

- The AI-powered transformation delivered remarkable results during the pilot phase, showcasing immediate benefits:
- 30% (50k) reduction in deflectable case volume (on track to deliver FY target 50%).
- 37% reduction in inbound email cases with a shift to web, Live Chat and ChatBot channels
- 65 hours/month in agent time saved by automating case classifications and generative reply recommendations
- Chat handle time reduced by 90 seconds via self-serve webflows
- Average case resolution time reduced from 7 days to 6 hours for online case submissions via implementation of user verification
- 17.4% cancellation-save rate, up from 14% in 2024 as a result of agents having more time to focus on value-added cases
- Ghost chat reduced from 150/week to 35/week
- 52% reduction in spam emails received
- Highest ever CSAT scores; 92% ease of help, 97% effectiveness of service

Future Outlook:

FT's journey with Infosys is just beginning. With a focus on agentic AI, which allows systems to autonomously understand an act on behalf of customers, Infosys is shaping the future of customer service.



Ashiss Kumar Dash

EVP & Global Head, Infosys

“The future of AI in customer care lies in intelligent systems that can not only resolve issues but anticipate customer needs, delivering seamless and personalized experiences. This is the future Infosys is building, and we look forward to partnering with FT on this journey”.

Conclusion:

Through the AI-powered transformation of their customer care operations, FT has set a new standard for customer engagement in the media industry. This partnership with Infosys is a model of how AI and automation can drive efficiency, reduce operational costs, and create better customer experiences.

8.2 Achieving Lightning-Fast Case Resolution in under a minute for A Leading Managed Care Company

About the Client:

Our client is a managed care company providing health insurance to nearly 5 million individuals through government programs such as Medicaid and Medicare.

Key Challenge - Tackling CRM Limitations:

Our client was facing a critical challenge with their call center operations. Their existing CRM system, which relied on MS Dynamics, failed to provide a unified view of members and providers for their 3,500 Customer Service Representatives (CSRs). This deficiency posed difficulties in monitoring and enhancing CSR efficiency, leading to prolonged case resolution times and subpar C-SAT scores.

The Solution - Transformative Call Center Upgrade:

To address these obstacles, the company initiated a call center modernization initiative in partnership with Infosys. The call center application—spanning design, development, integration, and ongoing support—underwent a migration to Salesforce Health Cloud due to the platform's capacity to efficiently manage both member and provider calls within an integrated application.

Elevating Operations with a Modern Solution:

- **Efficient Call Management** - Single console-based app with 30+ custom interfaces to handle call types such as redetermination, claim processing, ID cards, demographic changes, etc.
- **Data-Driven Insights** - Using Einstein Analytics for enhanced data-driven decision-making capabilities.
- **User-Friendly Solution** - Lightning components employed for all modules to ensure data accessibility in a user-friendly manner.
- **Seamless Data Integration** - Comprehensive and up-to-date access using OData services to show info from external systems to Salesforce.

Benefits:

Driving Results Through Modernization

Partnering with Infosys to embark on the call center modernization project proved instrumental in addressing the client's pressing business challenges. This comprehensive initiative delivered substantial benefits, transforming their operational landscape in several keyways.

- **Enhanced Efficiency and Productivity:** 22% fewer clicks for case resolution, and a 20% increase in agent productivity with an out-of-the-box dialer application.
- **Swift Case Resolution and Communication:** Improved member communication tool and rapid case resolution averaging one minute per outbound case.
- **Reduced Total Cost of Ownership (TCO):** 10% decrease in application TCO through the adoption of a low-code approach.

The modernization initiative not only helped our client attain heightened customer satisfaction and operational efficiency but also allowed them to position themselves for the successful delivery of government programs to their 5 million members.

8.3 CBHS selects Infosys as their digital transformation partner for implementing Salesforce

About the Client:

CBHS Health Fund is a Not-for-profit Private Health Insurance for current and former CBA group employees and their families.

Business Objectives:

As part of a Digital First Strategy, CBHS was aiming to provide a best-in-class digital experience for its members. CBHS selected Salesforce as their platform. Infosys was selected as the trusted partner to help CBHS in implementing Salesforce.

Value Delivered:

Infosys helped CBHS to improve speed-to-market and deliver various functionalities across Member Sales, Service and Marketing functions. Infosys understood the business drivers, marketplace, identified CBHS' objectives and requirements, proposed and delivered a technically feasible roadmap to deliver business benefits.

8.4 Transforming Call Center operations for a multinational corporation

About the Client:

A multinational corporation that designs and manufactures sports shoes, clothing and accessories including footwear, sportswear, sports equipment, toiletries wanted to streamline its call center operations which was spread across 28 countries.

Business Objectives:

Client was looking at optimizing the cost of contact center operations, providing support and proactive multichannel engagement for collaboration, accurately track SLAs, configure escalation points and enable real-time access to customer information using Salesforce.com (SFDC) platform, Service cloud etc.

Key Challenges

- Effective handling of call center operations
- Optimize the cost

Salesforce call center solution and Benefits:

Our solution consisted of:

- Migration of Customer Service Platform to Salesforce.com
- API based integration of SFDC with social channels (Portal on Jive, FB fan page and 2 twitter handles) and Jira ticket management tool
- Conference Room Pilots to demonstrate wire-frame solution.
- Data migration
- Migration of 40,000 articles from MS SharePoint to Salesforce.com
- Set up Case Feed and Service Cloud Console

Benefits: Supporting 1046 agents in 28 countries to resolve 225,000 cases/month across 7 call center locations

8.5 End-to-end responsibility for managing Liberty Global's entire platform, which includes infrastructure, cloud engineering, third-party software licensing, and overall software engineering for the platforms

About the Deal:

This is industry's first mega digital engineering transaction with Infosys managing the end-to-end responsibility for the entire platform, which includes infrastructure, cloud engineering, third-party software licensing, and overall software engineering for the platforms, influencing over 10 million subscribers.

Deal Financial Details:

The deal with Liberty Global has a Total Contract Value (TCV) of €1.5 billion (\$1.6 billion) spanning five years. Additionally, there's an option to extend the contract for another three years, potentially bringing the deal's total worth to €2.3 billion (\$2.5 billion). Liberty Global is set to achieve annual cost savings of €100 million (\$109 million) through this agreement.

Business Model: Win-Win and Upside Potential for Liberty Global and Infosys:

The deal with Liberty Global is structured around tangible business outcomes. We're terming it a 'business model' rather than a mere pricing strategy. This agreement transitions the fixed cost associated with the tech stack, inclusive of services, cloud, and software, into a variable cost structure for Liberty Global. This configuration presents a potential value upside for both entities: Liberty Global and Infosys. Some features:

- **Subscriber-Driven Scalable Platform As-a-Service Business Model:** This strategic framework is anchored to a pivotal business metric: the subscriber count across Liberty Global's various operating entities. By tying technology expenses to this metric, Infosys introduced a variable cost structure for Liberty Global. This approach not only offers immediate cost savings from the existing baseline but also ensures predictable future expenditures based on subscriber growth. Furthermore, this model enhances Liberty Global's operational scalability and agility, laying the groundwork for sustained growth.

- **Enterprise Solution Monetization Potential:** Infosys will support Liberty Global in leveraging its media, connectivity platforms, and intellectual properties, notably Horizon. This will extend its reach to other Infosys media and telecom clientele looking for platform solutions. While Liberty Global accrues licensing revenues, Infosys will benefit from implementation and support fees, presenting a mutual value proposition. Notably, this anticipated upside is exclusive of the deal's primary value.
- **Subscriber Growth Upside:** Presently, Liberty Global has a base of approximately 10 million subscribers, which forms the current deal valuation. As subscriber counts surge across Liberty Global's various operations, Infosys' revenue stream stands to benefit, given the billing model's reliance on subscriber metrics. Importantly, this prospective financial upside lies outside the core deal valuation.

Scope & Other Significant Deal Highlights:

Liberty Global, a multinational telecom enterprise with a presence in many countries, has a shared service technology division dedicated to developing and managing digital entertainment and connectivity platforms. Infosys will now assume responsibility for this unit, with plans to enhance and expand these platforms for Liberty Global.

Deal Highlights:

- **Integrated Multi-Tower & Multi-Geography Contract:** This agreement spans various service lines, ranging from applications and cloud solutions to networking, security, and product engineering services. While operations will be anchored in the Netherlands, UK, and India, the primary hub of activity will be centered in India.
- **Career Advancement for Liberty Global Talent:** This enhanced partnership will pave the way for exciting opportunities for the 400+ Liberty Global professionals transitioning to Infosys. Leveraging Infosys' global scale, these individuals will gain broadened business exposure and avenues for career growth tailored to their specialized skill sets. Furthermore, they will be instrumental in steering the trajectory of Infosys' communications, media, and entertainment business, significantly amplifying its engineering prowess.
- **From Multi-Vendor Sourcing to Exclusive Strategic Partnership:** Liberty Global's shared technology service currently collaborates with multiple third-party vendors. Infosys will streamline this, stepping in as the singular service provider and emerging as Liberty Global's primary strategic ally in entertainment and connectivity platforms.
- **Expanding Horizons, Digital Meets Traditional:** This partnership not only embraces advanced digital innovations such as Generative AI but also refines traditional technological practices. It's geared towards fueling innovation and amplifying the engagement of entertainment solutions, catering to the evolving preferences of digital-native clientele. Alongside generating notable centralized cost efficiencies, Infosys will integrate its proprietary Infosys Topaz™ to introduce transformative AI-driven functionalities, building on the cloud-centric digital infrastructure already established for Liberty Global via Infosys Cobalt.
- **Transformation Levers:** Infosys committed annual savings of €100mn (\$109mn) for Liberty Global, achieved through the following strategic levers:
 - **Operational Re-architecture:** Infosys will overhaul existing processes and operations to eliminate inefficiencies. With its position as the exclusive service provider, Infosys can offer a comprehensive perspective and incorporate best practices garnered from other large transformation exercises.

- **Digital Transformation:** By harnessing digital technologies, including automation, cloud services, analytics, and Generative AI, Infosys intends to digitally transform operations, ensuring better services at reduced costs.
- **Vendor Cost Streamlining:** Liberty Global's tech operations engage with over 100 external vendors across software, hardware, and cloud services. Infosys will optimize these costs by leveraging its established relationships and securing volume discounts combining spend with other engagements.

By bringing the scale and breadth of Infosys, including multiple service lines, multiple geographies, and cutting-edge technologies, the expanded collaboration ensures continued operational excellence, a highly scalable development engine for new features and capabilities, and efficiencies for Liberty Global.

“We were already a strategic partner for Liberty Global. We saw the opportunity to transform their technology functions, and I am glad we are able to excite stakeholders with a win-win proposition. Our domain experience, knowledge of Liberty Global’s product and platforms, and experience in other large transformation programs give us the confidence to skillfully execute this ambitious program well and create value for both Liberty Global and Infosys.”

**Anand Swaminathan,
EVP & Global Industry Leader of Communications, Media, and Technology at Infosys.**

For more information on this, please visit <https://www.infosys.com/industries/communication-services/documents/liberating-telecom-media-industry.pdf>

9. Important Links

1. Infosys Salesforce Overview:

- <https://www.infosys.com/services/salesforce.html>
- <https://www.fluidogroup.com/>
- <https://www.simplus.com/>

2. Our Offerings:

- https://www.infosys.com/services/salesforce.html#our_offerings_title
- <https://www.fluidogroup.com/salesforce-expertise/>
- <https://www.simplus.com/bts/>

3. Key Insights covering articles, reports, videos, PoV, White Paper Blogs

- <https://www.infosys.com/services/salesforce.html>

4. Our Analyst Recognitions:

- <https://www.infosys.com/services/salesforce/analyst-reports.html>
- <https://www.simplus.com/recognitions/>

5. Our Case Studies / Success Stories:

- <https://www.infosys.com/services/salesforce/case-studies.html>
- <https://www.fluidogroup.com/our-salesforce-work/>
- <https://www.simplus.com/case-studies/>

For more information, contact askus@infosys.com



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