CASE STUDY

Salesforce Application Development for the Appexchange

softserve
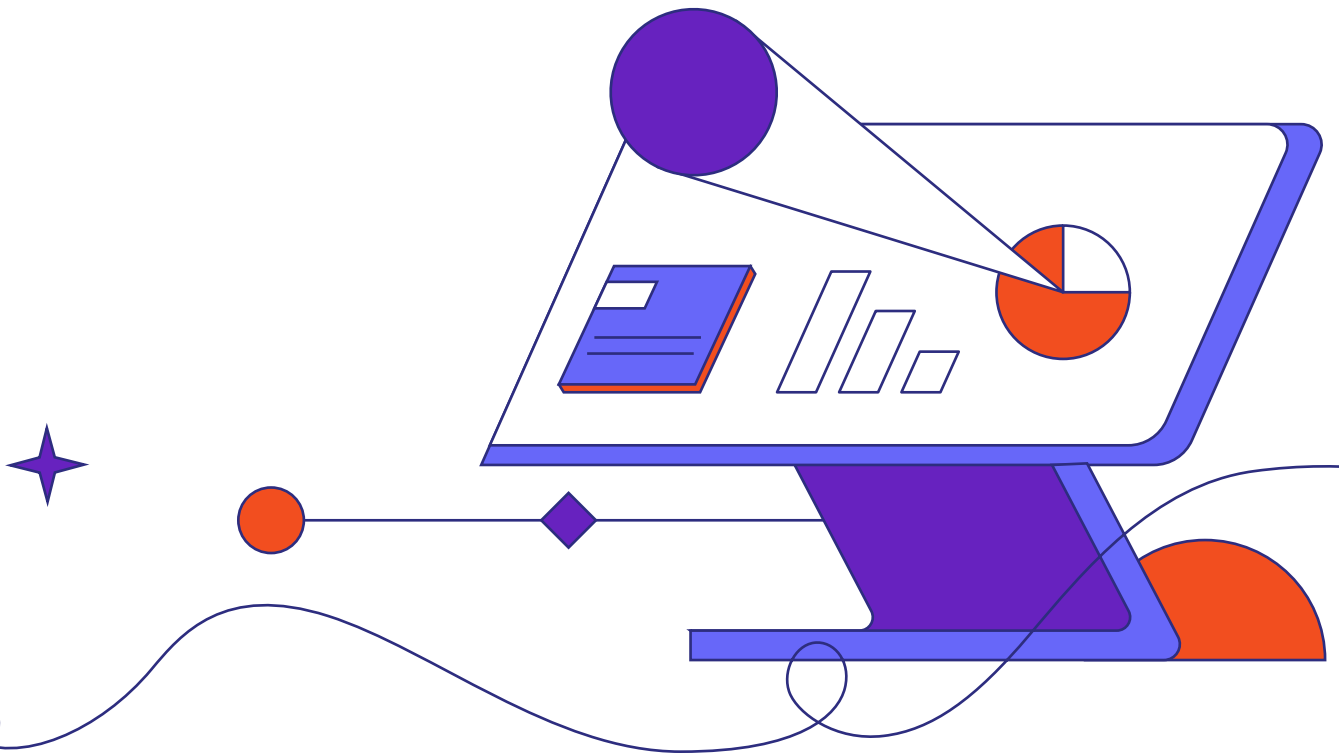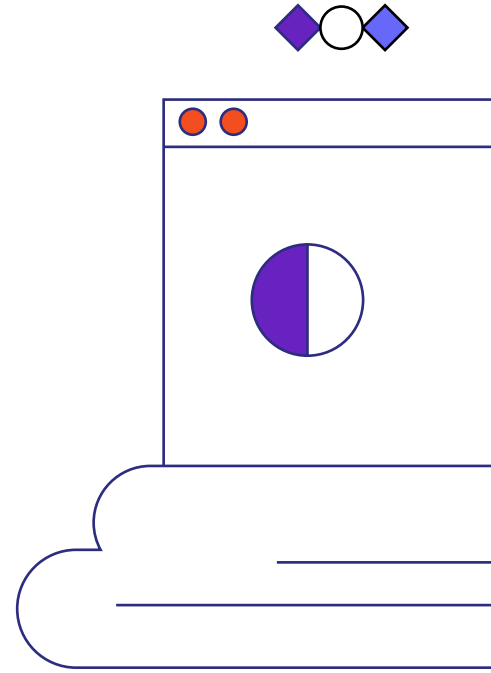
Client Background

Our client, a leader in B2B pricing optimization for more than 15 years, provides an AIbased SaaS platform that enables B2B companies to grow market share and profits while maximizing customer lifetime value.

Business Challenge

The client delivers its advanced intelligence seamlessly through the AI-SaaS platform, which is integrated with existing field sales workflows, CRM applications, and e-commerce channels. This informs pricing and sales decisions and increases the value of every B2B customer interaction.

The client was looking for a reliable partner to assist with both the AI-SaaS platform development and the Salesforce application development, which are tightly integrated.

Project Description

*T*he SoftServe team worked with the client's Salesforce applications based on VisualForce, custom integrations, and publishing application processes for AppExchange from early on. In fact, the team has implemented Force.com solutions as part of the client's platform since 2011. The client has several applications that are delivered in five different managed packages on the Salesforce AppExchange.

After Salesforce released its new Lightning Framework, SoftServe used the technology for all new functionality. The SoftServe team rewrote several applications—based on the Lightning Framework—using the new UI.

Technologies:

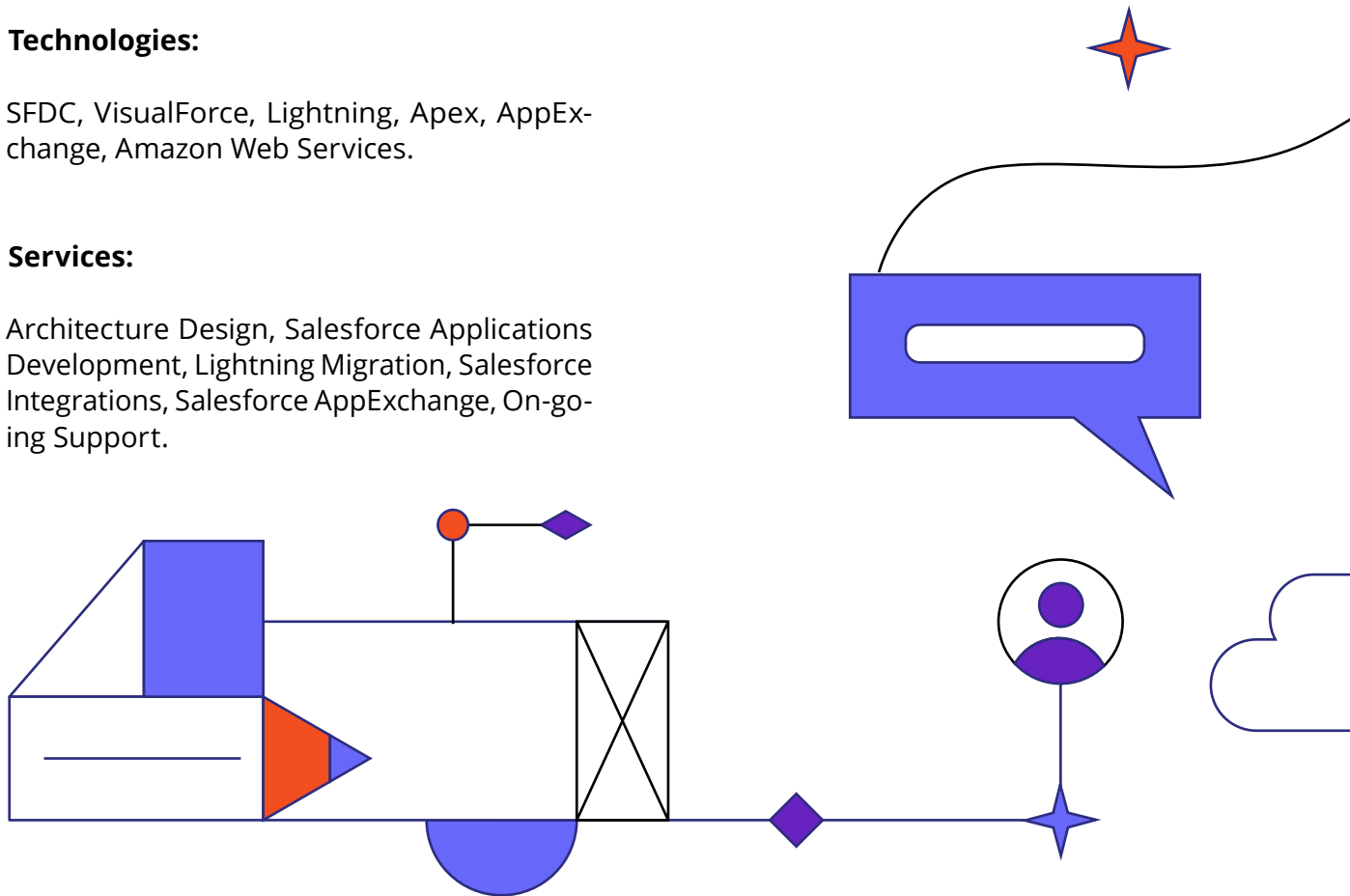SFDC, VisualForce, Lightning, Apex, AppExchange, Amazon Web Services.

Services:

Architecture Design, Salesforce Applications Development, Lightning Migration, Salesforce Integrations, Salesforce AppExchange, On-going Support.

Value Delivered

*A*s a reliable and trusted partner for almost eight years, the SoftServe team delivered the following value to the client:

- Significantly faster application setup

- Redesigned UI/UX strategy

- Improved visual analytics

- Salesforce application and integration development and support

ABOUT US

SoftServe is a digital authority that advises and provides at the cutting-edge of technology. We reveal, transform, accelerate, and optimize the way enterprises and software companies do business. With expertise across healthcare, retail, energy, financial services, and more, we implement end-to-end solutions to deliver the innovation, quality, and speed that our clients' users expect.

SoftServe delivers open innovation, from generating compelling new ideas, to developing and implementing transformational products and services.

Our work and client experience is built on a foundation of empathetic, human-focused experience design that ensures continuity from concept to release.

We empower enterprises and software companies to (re)identify differentiation, accelerate solution development, and vigorously compete in today's digital economy. No matter where you are in your journey.

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