

# POWERING **BUSINESS** TRANSFORMATION

## CUSTOMER:

**ANTHEM (PROJECT TITLE:  
CRM COM2, ATLANTA, GA)**



Anthem, a leading health insurance provider, sought to enhance its customer experience and streamline internal operations by modernizing its Salesforce platform. As a major player in the healthcare industry, Anthem recognized the critical need for a robust and scalable Salesforce implementation to support its growing business needs

## CHALLENGE/PROBLEM

Anthem faced challenges in integrating their Salesforce Community with their enterprise data fabric systems, leading to inconsistent data management. Additionally, streamlining sales commission processes with Callidus Cloud integration proved complex. Furthermore, the need to establish robust governance, minimize technical debt, and improve overall business processes within their Salesforce environment was critical.

## SOLUTION WITH BENEFITS:

To address these challenges, InfoSmart implemented a comprehensive approach. We established a Salesforce Center of Excellence (CoE) and an Architecture Review Board to ensure adherence to best practices and maintain a consistent vision for the Salesforce platform. Our team of 84+ developers implemented CI/CD automation and global best practices, significantly reducing deployment time and minimizing technical debt. We introduced Apex Enterprise Patterns, Trigger Frameworks, and modular development with unlocked packages, creating reusable components that accelerate development and enhance maintainability. These initiatives resulted in a more efficient and scalable Salesforce implementation, enabling Anthem to achieve its business objectives.

## TECHNOLOGIES USED:



Salesforce



Vlocity



AutoRabit



CodeScan

## CUSTOMER: CANADA LIFE (LOCATION: CANADA)



Canada Life a leading financial services provider in Canada, sought to enhance its customer experience and improve service delivery by developing a user-friendly online portal for Canadian citizens to manage their 401K funds. The project aimed to provide a secure and convenient platform for users to access account information, track investment performance, estimate returns, and make informed decisions about their retirement savings.

### CHALLENGE/PROBLEM:

The customer faced the challenge of developing a user-friendly portal for Canadian citizens to manage their 401K funds effectively. Key requirements included:



**Comprehensive Functionality:** Enabling users to manage their 401K funds, estimate investment returns, and access relevant information.



**Seamless Integration:** Integrating with various systems for health/insurance functionality using Salesforce Vlocity.



**Enhanced Security:** Implementing robust security measures such as single sign-on, account linking, and two-factor authentication to ensure user data privacy and security.



**User-Centric Experience:** Delivering a seamless and intuitive user experience that is accessible and easy to navigate for all users.

### SOLUTION WITH BENEFITS:

InfoSmart Technology Salesforce team successfully addressed these challenges by:



Developing a comprehensive portal featuring registration, account linking, secure authentication, and tools for managing 401K funds and estimating investment returns.



Successfully onboarding 100,000 users to the platform, ensuring a smooth and efficient user experience.



Providing ongoing maintenance and support to ensure the system's stability and reliability.

## CUSTOMER:

### JANSSEN (PROJECT TITLE: DIGITAL PLATFORM, NY, USA)



Janssen, a pharmaceutical company of Johnson & Johnson, sought to enhance the efficiency and scalability of their digital platform, "Janssen CarePath One." This platform is designed to support patient engagement and improve healthcare outcomes.

### KEY CHALLENGES:



The project requires a seamless complex integration of various lighting components across multiple environments, ensuring consistent functionality and data accuracy.



Maintaining a rapid and agile development process while ensuring adherence to Salesforce best practices and rigorous quality standards was crucial.



The solution needed to be scalable and performant to support the growing demands of the Janssen CarePath One platform and its expanding user base.

### INFOSMART SUCCESSFULLY ADDRESSED THESE CHALLENGES BY:



Developing an automated tool to streamline the deployment process, reducing manual effort and minimizing the risk of errors.



Conducting thorough code reviews to ensure code quality, maintainability, and adherence to Salesforce best practices.



Focusing on robust integration strategies to ensure seamless communication and data flow between different components of the digital platform.



Implementing a robust release management process to ensure timely and predictable deployments while minimizing disruption to business operations.

### BENEFITS:



**Streamlined Deployment Processes:** Significantly reduced deployment time and effort, improving operational efficiency.



**Enhanced System Performance:** Improved system stability, performance, and scalability to support the growing demands of the Janssen CarePath One platform.



**Improved Quality:** Ensured high-quality code and minimized the risk of errors, leading to a more stable and reliable platform.



**Enhanced Time-to-Market:** Enabled faster delivery of new features and functionalities to end-users.