



# Front Office Platform

Salesforce Professional Services



### Horizon 1

## Unify, Activate, Accelerate

Enable actionable data across business units Decisioning based on global data, exposed to front office.



**From** Siloed apps across sectors and bringing together related or adjacent brands



### Horizon 2

## Business Model Innovation

Operationalizing new capabilities + experiences, and collapsing tech stacks across sectors



**Transforming** how Company operates, enabled by a digital platform, accelerated through data, AI and automation.



### Horizon 3

## Innovation At Scale

Salesforce + KDP co-innovate a platform driving cutting edge customer experiences and new offerings



**To** ecosystem orchestrator, focusing on customers + front office connecting the 360 continuum for all sectors.

# Phased deployment, rapid execution and continuous value delivery

## Horizon 1

### Months 1 – 18 Core Technologies & Integrations

- Data Integration Model & Architecture
- Platform Data & AI Foundation
- KDP MyDay
- Design & Define for Ph 2

#### Value Drops

- Common services & architecture
- Core AI capabilities
- Unify data platform
- Modernized tech backbone

### Enable 'In the Moment' Front Office Interactions

- Activate Customer Segmentation
- Connected Sectors
- Contact Center Enablement
- Design and Define for Ph 3

#### Value Drops

- Optimized systems & integration architecture
- Harmonized enterprise data
- Advanced-analytics capabilities
- Comprehensive customer profiles

## Horizon 2

### Months 18 – 36 Scale Capabilities

- Front Office app consolidation
- Personalized Experiences
- In-Context Customer Insights)
- Omni-Channel Next Best Offer/Action
- Design and Define for Ph 4

#### Value Drops

- Pilot/deliver innovative capabilities
- Tech-enabled business op model
- Elevated UX & mobility
- Realization of new revenue streams

## Horizon 3

### Months 36+ Power The Ecosystem

- Contact Center transition
- Innovation @ Scale
- Platform “as a service”
- Agile, customer-centric culture

#### Value Drops

- Power of One ecosystem deployed
- Agile development and operations
- Next-gen data & infrastructure services
- Entrepreneurial talent
- Partnerships expand offerings



# Thank You.