



Leading the IT Revolution

How 12 IT visionaries are transforming their organizations with Salesforce.

A man and a woman are looking at a tablet together. The man is on the left, wearing a light blue striped shirt, and the woman is on the right, wearing a dark green top and a necklace. They are both looking down at the tablet, which is held by the woman. The background is blurred, showing what appears to be a modern office or public space with large windows and architectural details.

The changing role of IT

The status of technology within an organization is rapidly evolving – and so is the role of the CIO. With breakthrough capabilities enabled by new technologies, a growing shortage of available developers, and an increasingly tech-savvy business user, the role of IT – and the CIO in particular – is morphing into one of strategic advisor to the business and driver of innovation within the company.

So how can IT leaders manage this transition and take advantage of rapidly emerging opportunities? In this book, you'll meet 12 visionaries who are leading IT transformations in their organizations. Each leader will share tips on what they've built and what they are doing to drive success within their teams. See how these leaders are taking it to the next level – from getting closer to the business, to managing an agile delivery process, to building engaging experiences, and delivering rapid application development at scale.

4 ways visionaries are transforming IT

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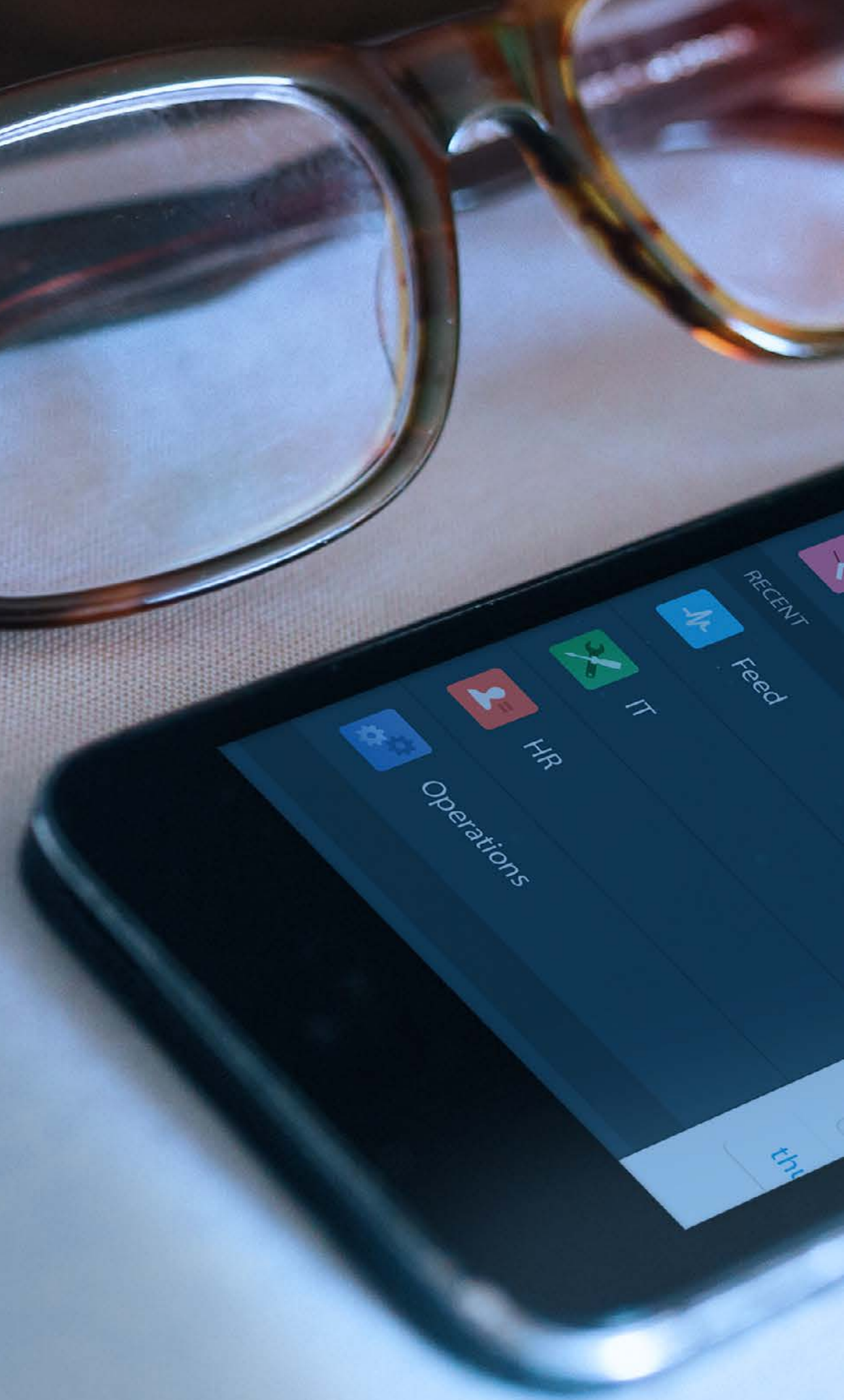


1

Taking a business-first IT mindset

Apps first. Business first.

When it comes to the business, IT has traditionally been on the outside looking in. Now IT leaders find themselves with a seat at the table. Read how these leaders have leveraged their new roles to collaborate more closely toward business goals, deliver value, and push IT as the engine of innovation.



BROWN-FORMAN

Toby Lester
VP of Technology,
Architecture and Innovation



Founded: 1870

HQ: Louisville, KY

Workforce: 4,400

Industry: Beverage
Manufacturer

When the company appointed Toby Lester as VP of Technology, Architecture and Innovation five years ago, he was charged with bringing in new technology that would better support Brown-Forman's global workforce of 4,400 employees.

"We needed a platform that could go anywhere and work everywhere in any language," says Lester. When Lester started, developers at Brown-Forman were using a range of toolsets that weren't integrated. So Lester tasked his team to come up with a single solution. They chose Force.com because it was easy to use, and because it easily integrates with everything else.

Lester credits Force.com with giving his team the power to move from infrastructure to innovation, getting closer to the business in the process. "We used to have server rooms and three-tier architecture, and we had to make sure a lot of infrastructure was working," says Lester.

The role of IT at Brown-Forman has quickly evolved since they adopted Salesforce. "We're gluers now, we're puzzle builders, working alongside the business," says Lester. "If you're going to continue to help your company grow, you need to be agile. Force.com allows us to quickly build something and get it in front of somebody, and then iterate on it rapidly."

In the past few years, Brown-Forman has replaced more than 50 applications. They have consistency on the way things are viewed, as well as the way people access and create information. "There is also a consistency to the applications," says Lester. "And we can modify them. If we need to do something different, it doesn't take two weeks to update. It takes 20 minutes."



BROWN-FORMAN'S MY BF APP

WHAT IS IT?

Mobile, social intranet that connects employees across the globe.

WHAT DOES IT DO?

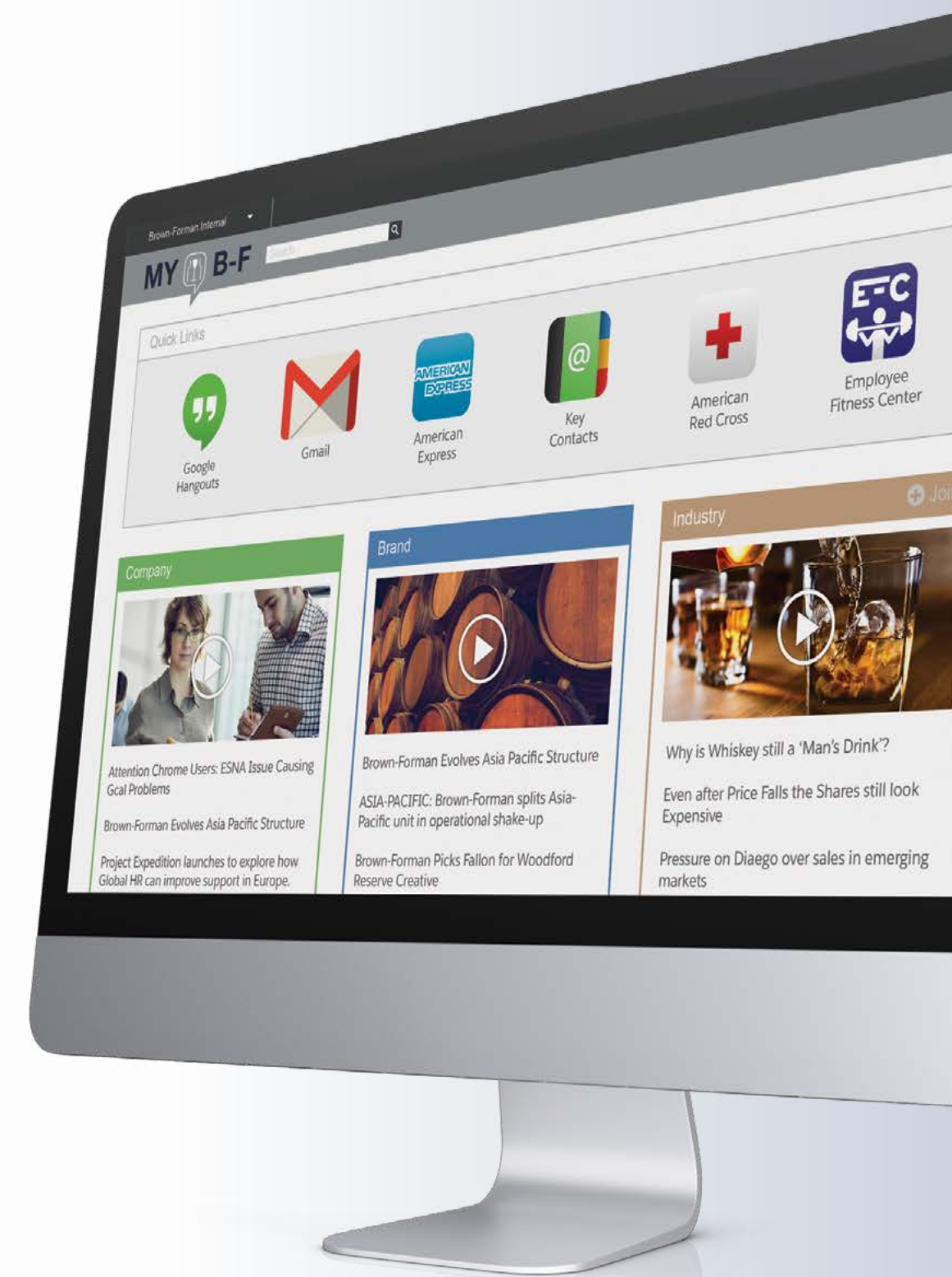
My B-F is a personalized hub for collaboration for Brown-Forman's 4,400 employees around the world.

HOW WAS IT BUILT?

With Force.com and Salesforce Chatter in just three months and integrated into SAP.

See the full Brown-Forman story.

[WATCH FILM](#)



The way you get a seat at any table is showing your value in helping the company move forward. And by using Salesforce, we've shown that IT can help the company reach its goals.

Toby Lester, VP of Technology, Architecture and Innovation



SYMANTEC

Sheri Rhodes
VP of IT Global Applications



Founded: 1983
HQ: Mountain View, CA
Workforce: 18,500+
Industry: Software



As vice president of IT Global Applications at Symantec, Sheri Rhodes is responsible for leading application services. She has grown her team, which sits within the company's IT department, from 40 to 300 employees in two years.

Before Rhodes arrived, 95% of development at Symantec was outsourced. That changed when development, design, and the related roles and functions were brought back in house. "Our goal was to be more agile and add more business value, as well as stay better connected to our stakeholders," says Rhodes. "Being aligned with the business is extremely important as IT evolves its services."

Building applications from scratch can be daunting, from both a systems and user perspective. "The reason I like platform-as-a-service (PaaS) – and Salesforce specifically – is because the foundational aspects of the application stack already exist," says Rhodes. "You have standard structures and flows out of the box. When you're developing custom apps, you must have your end process nailed to a very granular level to be successful. Otherwise you'll spin on topics."

The speed of building on Salesforce allows Rhodes' team to explore more options as part of the development process. "We always come to the table with options. We've found that it is received more positively that way. We build a lot of proof of concepts that we test in our Salesforce sandboxes," she says.

Rhodes' team has developed several employee applications on Salesforce, including a custom app to manage their discounting strategy, an app to track the types of inquiries they're resolving in IT to allow for improved on-site ticket management, and an app for rebate payment tracking and processing. Mobile has been a key feature for driving adoption of these new apps – employees value access from anywhere just as much as features and functions.



SYMANTEC'S

DISCOUNT APPROVAL REQUEST APP

WHAT IS IT?

Mobile app that streamlines the employee discount request process by letting the sales team request – and managers approve – discounts quickly from anywhere.

WHAT DOES IT DO?

Gives employees a single, engaging place to work, collaborate, share content, and easily access company information.

HOW WAS IT BUILT?

Visualforce page on Apex designed for enhanced mobile-friendly layout plugging into pre-existing approval workflows.

How fast can you build apps with lightning?

[WATCH DEMO](#)



“Our goal was to be more agile and add more business value, as well as stay better connected to our stakeholders. Being aligned with the business is extremely important as IT evolves its services.”

Sheri Rhodes, VP of IT Global Applications

WORKDAY

Craig Butler
VP of Information Systems



Founded: 2005
HQ: Pleasanton, CA
Workforce: 4,100+
Industry: Technology

Workday is a leading provider of enterprise cloud applications for finance and HR. Founded in 2005, the company has quickly grown to over 4,100 employees.

Craig Butler, VP of Information Systems, has led Workday's IS/IT team for the past two and a half years, with a focus on delivering uninterrupted productivity to the company's global workforce from day one. "When you're growing so rapidly, it's critical you keep people connected and informed," says Butler, "Every employee, full-time or contractor, needs to be successfully onboarded so they can hit the ground running."

Butler's team has created a unified communication solution, blending chat, voice, and Web conferencing. In addition, they have launched an employee collaboration portal, built on Force.com and customized with Salesforce AppExchange partner, Simpplr. "Building an intranet application is never going to be our core business, but having the power of Salesforce as a platform is a big benefit," says Butler.

Butler has taken a pyramid approach to implementing cloud software. Salesforce Sales Cloud, Service Cloud, and Community Cloud serve as the base. The next layer involves leveraging third parties, including 10 to 15 AppExchange apps. At the top sits custom application development on Force.com.

This all supports innovation, while helping Butler and IT keep sight of their number-one goal: to ensure every employee is working efficiently. "The more successful we can make employees, the more successful they're going to make our customers and partners. If you look at the feedback from our customers, I think it's working," he says.



WORKDAY'S

GOODCO APP

IN COLLABORATION WITH SIMPLR

WHAT IS IT?

Employee collaboration portal

WHAT DOES IT DO?

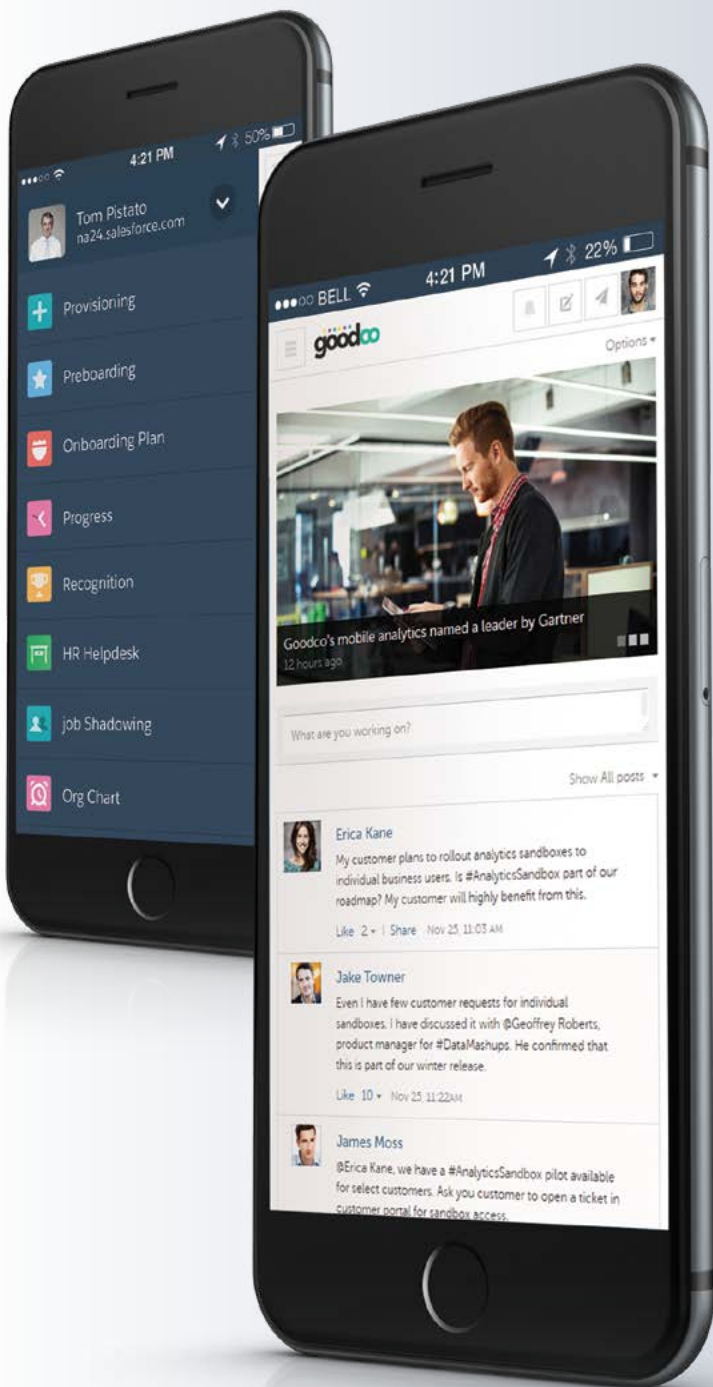
Gives employees a single, engaging place to work, collaborate with one another and get access to company information.

HOW WAS IT BUILT?

On Force.com and Simpplr.

Get more ideas for HR apps.

GET DATASHEET



“When you're growing so rapidly, it's critical that you keep people connected and informed.”

Craig Butler, VP of Information Systems

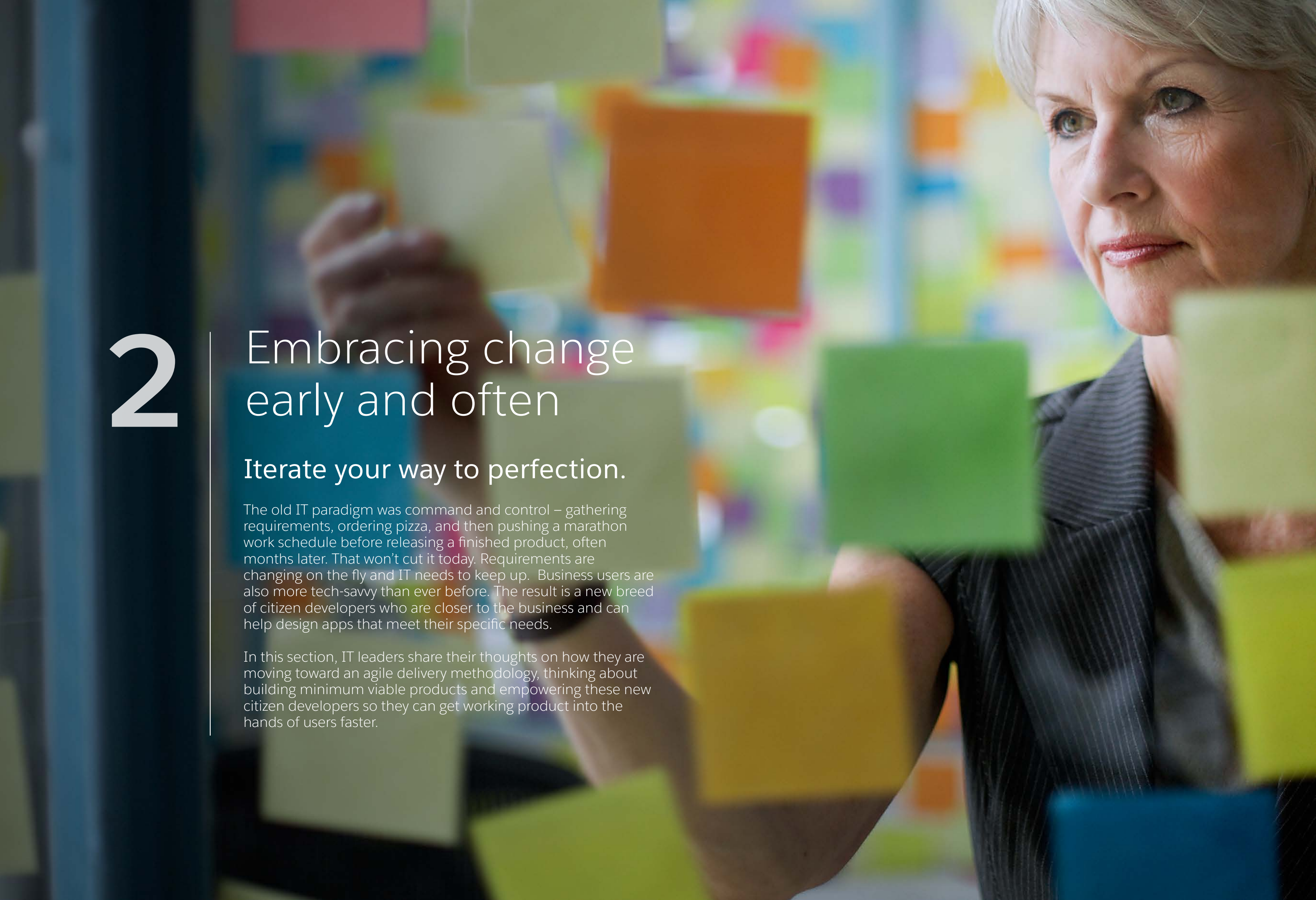
2

Embracing change early and often

Iterate your way to perfection.

The old IT paradigm was command and control – gathering requirements, ordering pizza, and then pushing a marathon work schedule before releasing a finished product, often months later. That won't cut it today. Requirements are changing on the fly and IT needs to keep up. Business users are also more tech-savvy than ever before. The result is a new breed of citizen developers who are closer to the business and can help design apps that meet their specific needs.

In this section, IT leaders share their thoughts on how they are moving toward an agile delivery methodology, thinking about building minimum viable products and empowering these new citizen developers so they can get working product into the hands of users faster.



ENTERPRISE COMMUNITY PARTNERS

Pradip Sitaram
SVP and CIO



Founded: 1982
HQ: Columbia, MD
Workforce: 600+
Industry: Non-Profit/
Social enterprise

Pradip Sitaram oversees the direction and management of the information technology portfolio for Enterprise Community Partners, a national organization that creates and advocates for affordable homes in thriving communities. As CIO and SVP, Sitaram has led the modernization of the company's IT department by using cloud technology to automate business processes, bring together disparate data sources, and build custom applications.

"When I started at Enterprise, we had issues with every facet of the technology stack," says Sitaram. "There was a huge landscape of very complex applications and databases. Some were extremely siloed so they did not talk to anything else and others were so tightly integrated you couldn't change anything without breaking something else."

Working with Salesforce, one of Sitaram's developers built an automation solution in just a few weeks. "This gave us an early win we could use to gain support for projects later on," he says. "Cloud-based technology is very conducive to this kind of agile development, because you can dip your toe in to test the water before making a wholesale commitment."

Today, Enterprise is running its core business operations on Salesforce. They've built dozens of apps in the last three years and are now gradually marching through the whole company building applications for every department. "The results that we're seeing, the adoption, and the user buy-in is just astronomical," he says.

"I've been in IT for 25 years and I've never seen anything like it," he says. "Nothing comes close to what we've accomplished with this technology. We're doing things four to eight times faster and seeing a 90% cost savings over traditional development. I believe IT at Enterprise really is now looked upon as a true partner with the business and not just a service provider."



ENTERPRISE COMMUNITY PARTNER'S

E.P.I.C. APP

WHAT IS IT?

An app for employees to manage loan applications

WHAT DOES IT DO?

Gives employees a place to manage loans. This includes information on the distribution, oversight, and reporting for all loans in the portfolio.

HOW WAS IT BUILT?

On Force.com.

What is the business impact of wearable devices?

[READ REPORT](#)



“IT will often propose solutions that are so new to the business and so completely different from what they would have imagined that building a working prototype is much more effective.”

Pradip Sitaram, SVP and CIO

OCADO

Paul Clarke
CTO



Founded: 2000
HQ: Hatfield, England
Workforce: 9,000+
Industry: Retail

Ocado is the world's largest online-only grocery retailer. Based in the U.K., they reach over 70% of British households, shipping over 165,000 orders a week. Paul Clarke, Chief Technology Officer, manages a team of over 650 software engineers and IT specialists who are responsible for building Ocado's end-to-end technology solution.

Clarke has a long backlog of employee applications on his to-do list, but in a business like Ocado, customer-facing issues always take priority. So Clarke started looking for a platform that would allow his analysts to tackle the app backlog and get them out the door quickly without distracting software engineers.

Salesforce quickly emerged as a front-runner because of how easy it was for Ocado's analysts to build apps on. It also came with so many services out-of-the-box – like security and permissioning, reporting, APIs, and integration – that often get overlooked but are vital to an enterprise.

Clarke's team put Salesforce App Cloud to the test. They created three mobile apps from their backlog. "We asked an analyst to learn the Force.com platform from scratch and build the first three apps," says Clarke. "It took them just six weeks."

During the pilot, Clarke's team built apps for expenses and project lifecycle management and project proposal and tracking. They also built a "what's broken" app for facilities, which needed to be mobile so that people could log issues from anywhere using the Salesforce1 Mobile App.



OCADO'S

ONBOARDING APP

WHAT IS IT?

An app to personalize and automate the onboarding experience for new employees.

WHAT DOES IT DO?

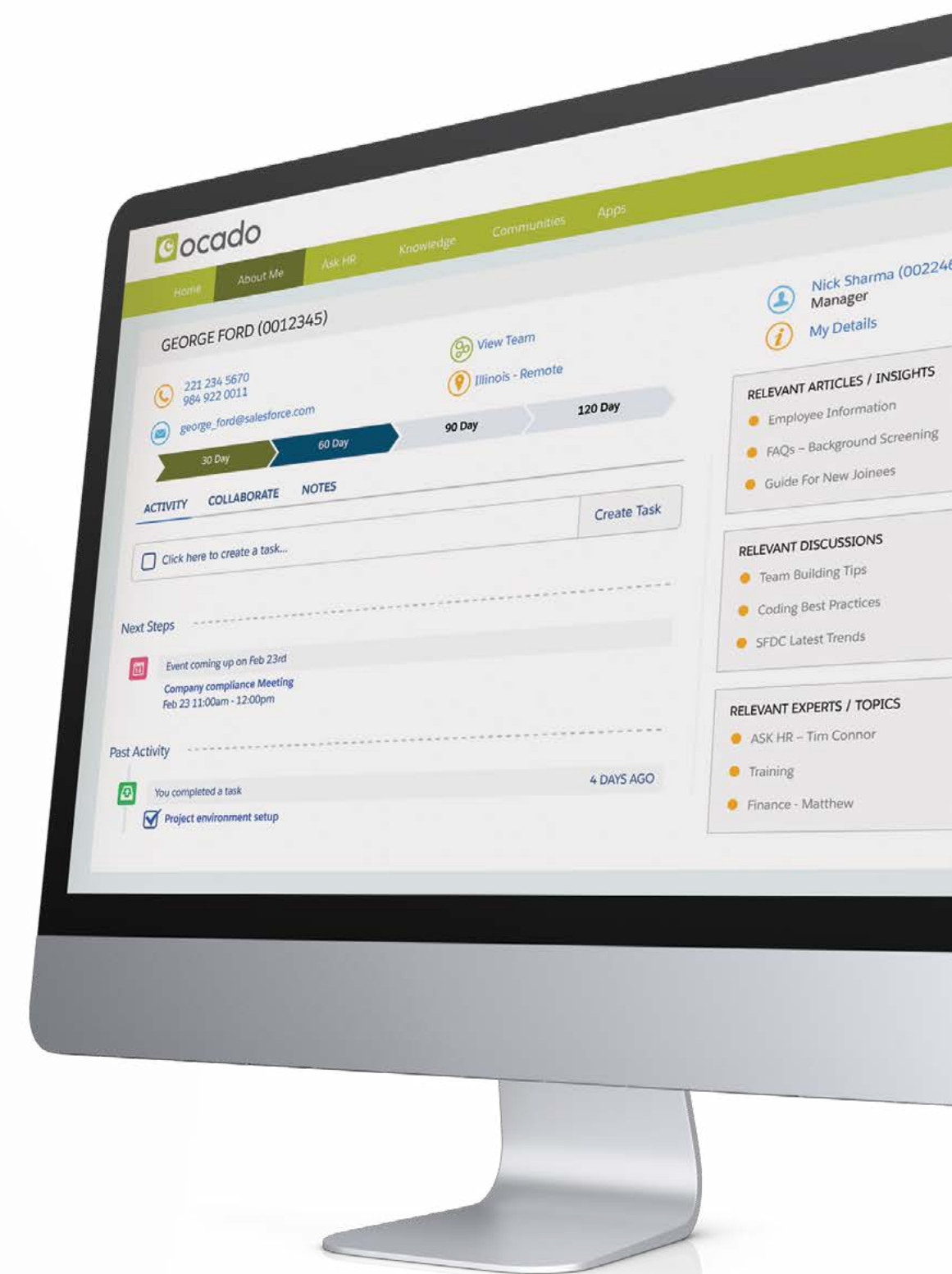
Gives new employees a list of onboarding tasks and notifies them of new actions at each stage of the new hire journey. Also provides managers visibility into the process so they can see how the new hire is doing.

HOW WAS IT BUILT?

With Force.com by one analyst in only six weeks.

Need more inspiration? Explore our app guide and gallery.

[START HERE](#)



We asked an analyst to learn Force.com from scratch and build the first three apps. It took them just six weeks.



Paul Clarke, CTO

CROSSMARK

Mike Anderson
CIO

CROSSMARK®

Founded: 1906

HQ: Plano, TX

Workforce: 40,000+

Industry: Sales and marketing

CROSSMARK is a leading sales and marketing services company in the retail and consumer goods industry whose solutions are deployed along the consumer's journey from thought to bought. Headquartered in Plano, Texas, CROSSMARK has more than 40,000 employees with offices throughout the United States, Canada, Mexico, Australia, and New Zealand.

When Mike Anderson joined the company as CIO in late 2013, the company had a lot of closed, siloed applications. "There was a perception that IT was slow and too expensive, which resulted in a 'rift' between the business and IT," says Anderson.

Anderson saw what software-as-a-service (SaaS) and platform-as-a-service (PaaS) could do for the business. He started looking for a platform that would allow him to build apps, buy existing apps, and be ready to integrate all of them with his data and back-end systems.

The investment in Salesforce has already paid off in newfound capabilities for delivering on speed and scale. For example, Anderson's team was tasked with creating a robust solution in 45 days for AARP. My Afiniti is a program where AARP cardholders can swipe their membership card at retailers and receive discounts on products from leading consumer product companies. CROSSMARK IT beat the deadline by building a consumer-facing portal on Heroku that allows 38 million AARP members to register with their AARP card, check out offers, and see what they've saved.

"Salesforce has helped us become a more agile company," says Anderson. "Developers can build a proof-of-concept in a day or two and get immediate feedback and faster iteration. At one point, we thought about daily sprints due to how quickly we can develop." That speed has allowed CROSSMARK to effectively collapse Shadow IT and consolidate development on Salesforce.



CROSSMARK'S

MY AFINITI APP

WHAT IS IT?

Mobile loyalty app and website for shoppers visiting local retailers.

WHAT DOES IT DO?

AARP Members can go into a retailer, swipe their AARP card, and get immediate discounts directly onto their receipt. On the website, it provides transparency to consumers on how much money they have saved by having an AARP membership.

HOW WAS IT BUILT?

Using Heroku in just 45 days.

Do you know the 8 core services of a true cloud platform?

[LEARN MORE](#)



“Salesforce has helped us become a more agile company. Developers can build a proof-of-concept in a day or two and get immediate feedback and faster iteration.”

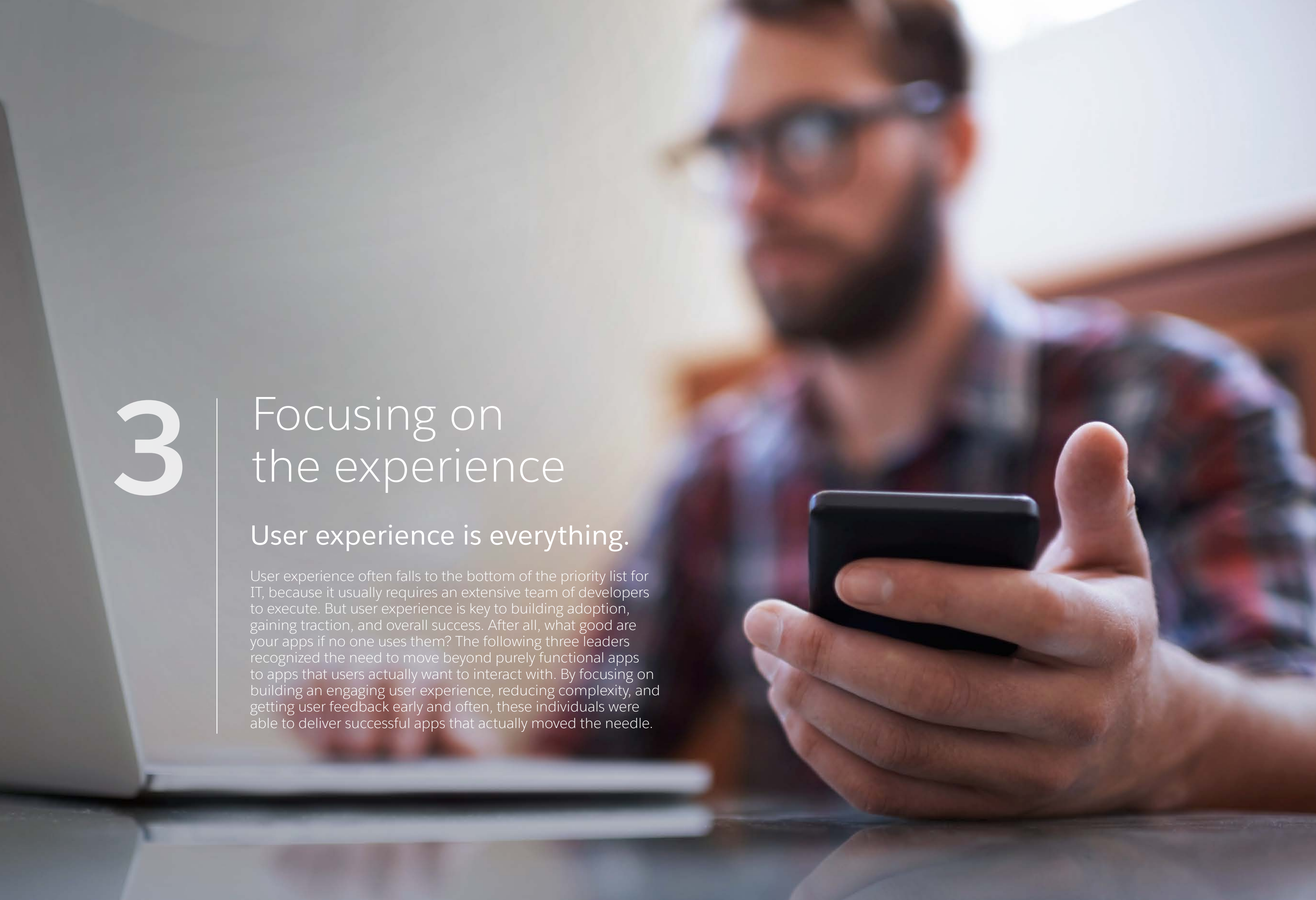
Mike Anderson, CIO

3

Focusing on the experience

User experience is everything.

User experience often falls to the bottom of the priority list for IT, because it usually requires an extensive team of developers to execute. But user experience is key to building adoption, gaining traction, and overall success. After all, what good are your apps if no one uses them? The following three leaders recognized the need to move beyond purely functional apps to apps that users actually want to interact with. By focusing on building an engaging user experience, reducing complexity, and getting user feedback early and often, these individuals were able to deliver successful apps that actually moved the needle.



THE WARRANTY GROUP

Paul Risk
Chief of Global
Applications and Architecture



Founded: 1964
HQ: Chicago, IL
Workforce: 1,700 in 33 countries
Industry: Insurance

The Warranty Group's IT department was stuck trying to manage and maintain a mess of legacy systems. This was a tremendous distraction from how it should be spending its time: delivering innovative solutions that help the business better sell service contracts and warranties.

Paul Risk, TWG's Chief of Global Applications and Architecture, was brought on specifically to tackle this obstacle. "When I was interviewing I told our CIO: 'I know what you are talking about and I can solve it by putting everything on Salesforce,'" says Risk.

So began a transformation of technology, process, and people. The new Salesforce App Cloud has enabled IT to move at a very fast pace, from development to fixing bugs. "One thing I've personally noticed is when an issue comes up, we know where the problem is within minutes. It used to take days," says Risk.

The Warranty Group has leveraged the power of Heroku to build a mobile app that allows customers to purchase a warranty directly instead of going through a retailer or distributor. The app lets customers select the product, brand, and price, and they can even upload photos of their receipt when they purchase the warranty. With Heroku Connect, all of this data goes straight into Salesforce in real time, where it is easily accessed by the employees and the claims center. So customers have a modern, streamlined way to interact with the company without taxing IT resources.

Led by Risk, the company now has a two-year plan for additional app development. "Technology is changing very fast. IT needs to get ahead of the curve or it will become obsolete. Everything is moving to the cloud. But which cloud platform you choose makes a significant difference," says Risk.



THE WARRANTY GROUP'S PROTECTION PLACE APP

WHAT IS IT?

Mobile warranty purchasing app for customers.

WHAT DOES IT DO?

Gives customers a direct line to create an account, select a warranty, and purchase it from The Warranty Group. And gives TWG access to all that customer data back in Salesforce.

HOW WAS IT BUILT?

On Heroku and Heroku Connect.

Get app ideas for financial services.

GET DATASHEET



“IT has done more in 18 months with Salesforce than had been done in the past 18 years.”

Paul Risk, Chief of Global Applications and Architecture

EUROSTAR

Antoine de Kerviler
CIO



Founded: 1994

HQ: London, England

Workforce: 1,800

Industry: Transportation

Since it inaugurated service in 1994, Eurostar has carried some 150 million passengers to and from the United Kingdom, France, Belgium, and beyond, via the Channel Tunnel. The aim of the high-speed train service is to be the most loved travel experience in Europe, starting with making every customer interaction “delightfully easy.”

So Eurostar needed a technology partner to help deliver those customer experiences. CIO Antoine de Kerviler’s vision was to make Salesforce the centerpiece for collaboration and customer knowledge at Eurostar. “With Salesforce, we have the most efficient and scalable cloud platform. It means our focus is on serving our clients, not building servers and managing infrastructure,” says de Kerviler.

They replaced their legacy intranet with a modern social community built on Force.com. When service disruptions occur, Eurostar employees can share real-time info from any device. Travelers use a custom Salesforce form to submit rebooking preferences. High-priority cases are escalated and requested refunds are issued. Eurostar’s development roadmap includes building 15 to 20 additional apps to replace manual processes across the business.

Already in the works is a staff travel app where the discounted tickets employees receive as a corporate benefit will be managed. “Salesforce has enabled us to release applications in days or weeks, not months or years,” says de Kerviler.



EUROSTAR’S

EMPLOYEE SOCIAL INTRANET

WHAT IS IT?

Employee social intranet.

WHAT DOES IT DO?

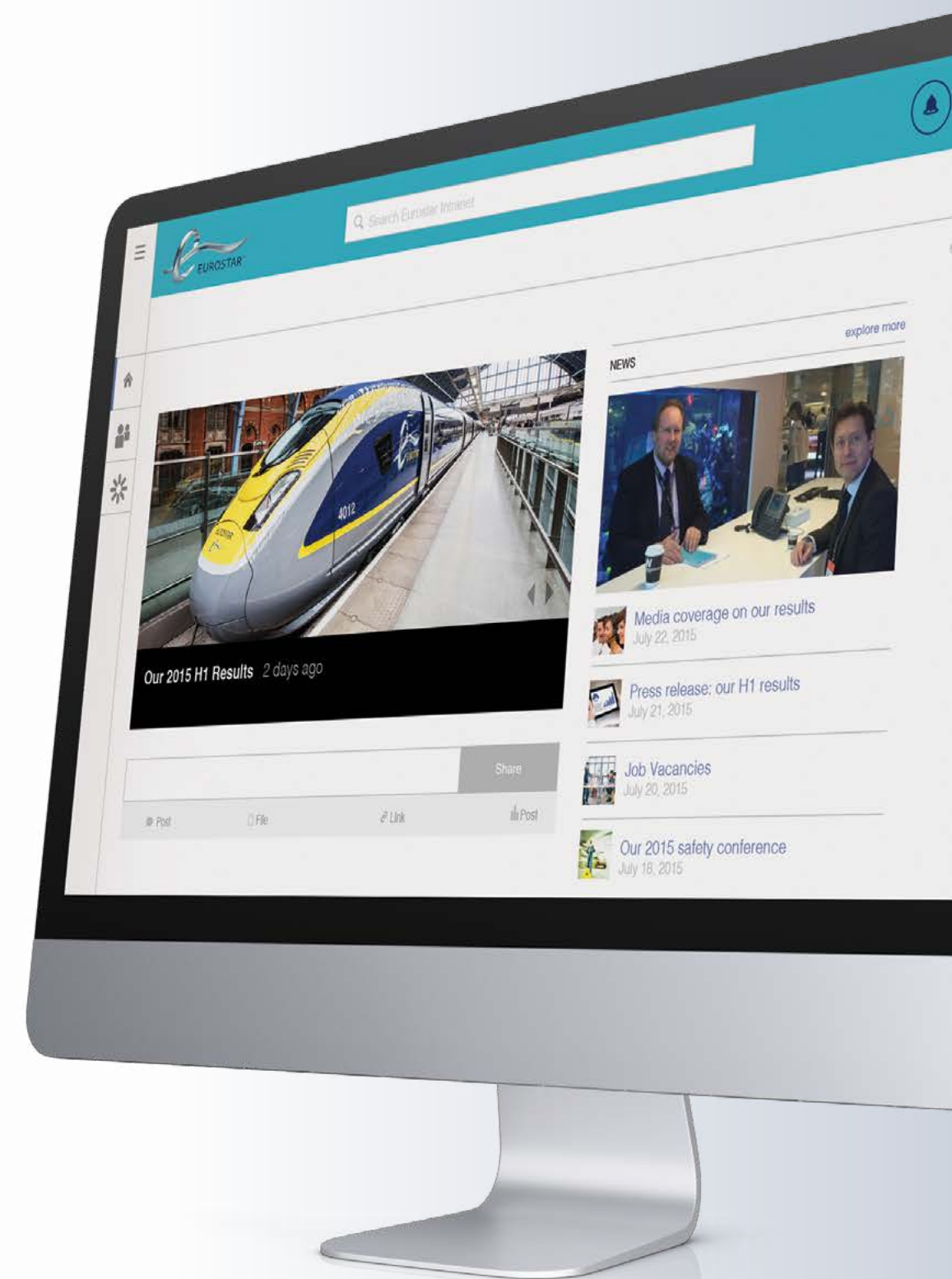
Eurostar employees can share real-time info from any device and collaborate to quickly help customers.

HOW WAS IT BUILT?

On Community Cloud and Force.com.

See how fast you can build a mobile, social intranet.

[LEARN MORE](#)



“IT should never be the one slowing down the company when it comes to delivering something to our customers. Never.”

Antoine de Kerviler, CIO

STATE OF COLORADO

Chetna Mahajan
Director of Enterprise Applications



Number of agencies: 19
Workforce: 40,000
Industry: Public Sector



Government agencies are undergoing a massive technology transformation to better serve citizens. In Colorado, Governor John Hickenlooper even issued a mandate to state employees to shift their thinking toward innovation.

That new way of thinking led to the appointment of Chetna Mahajan as Director of Enterprise Applications for the Governor's Office of Information Technology. Mahajan was recruited to establish new development standards, processes, and tools for the department. So Mahajan and her team of 400-plus employees are leveraging the Salesforce App Cloud to streamline some 1,200 disparate applications across all levels of government.

In the past, Colorado had multiple custom applications for things like economic development, tourism, and job creation, and they all needed constant updating. "The benefit of using Salesforce," says Mahajan, "is that OIT can move away from siloed support models built around one-off applications, and begin practicing true service portfolio management, flexing resources across agencies as needed."

For example, the new Colorado PEAK app, built with Force.com, is a citizen-facing Medicaid portal. The service makes it fast and easy for beneficiaries to access assistance information, as well as apply for additional programs. The site is available on both desktop and mobile devices, something Colorado hadn't previously offered.

The state also built internal facing apps such as their Legislative Tracking System, which captures the fiscal impact and tracks the status of all outstanding legislative bills. And they have created an internal Center of Excellence to drive business change. It's all possible thanks to Salesforce App Cloud, where apps that would have taken six months to implement now take only six weeks.



STATE OF COLORADO'S PEAK APP

WHAT IS IT?

An app for Coloradans to screen and apply for medical, food, cash, and child care assistance programs.

WHAT DOES IT DO?

Gives citizens an easy, mobile-friendly portal to connect with the State of Colorado, access account information, and apply for and receive healthcare benefits.

HOW WAS IT BUILT?

On Force.com and Visualforce.

See what's inside a successful mobile app.

DOWNLOAD E-BOOK



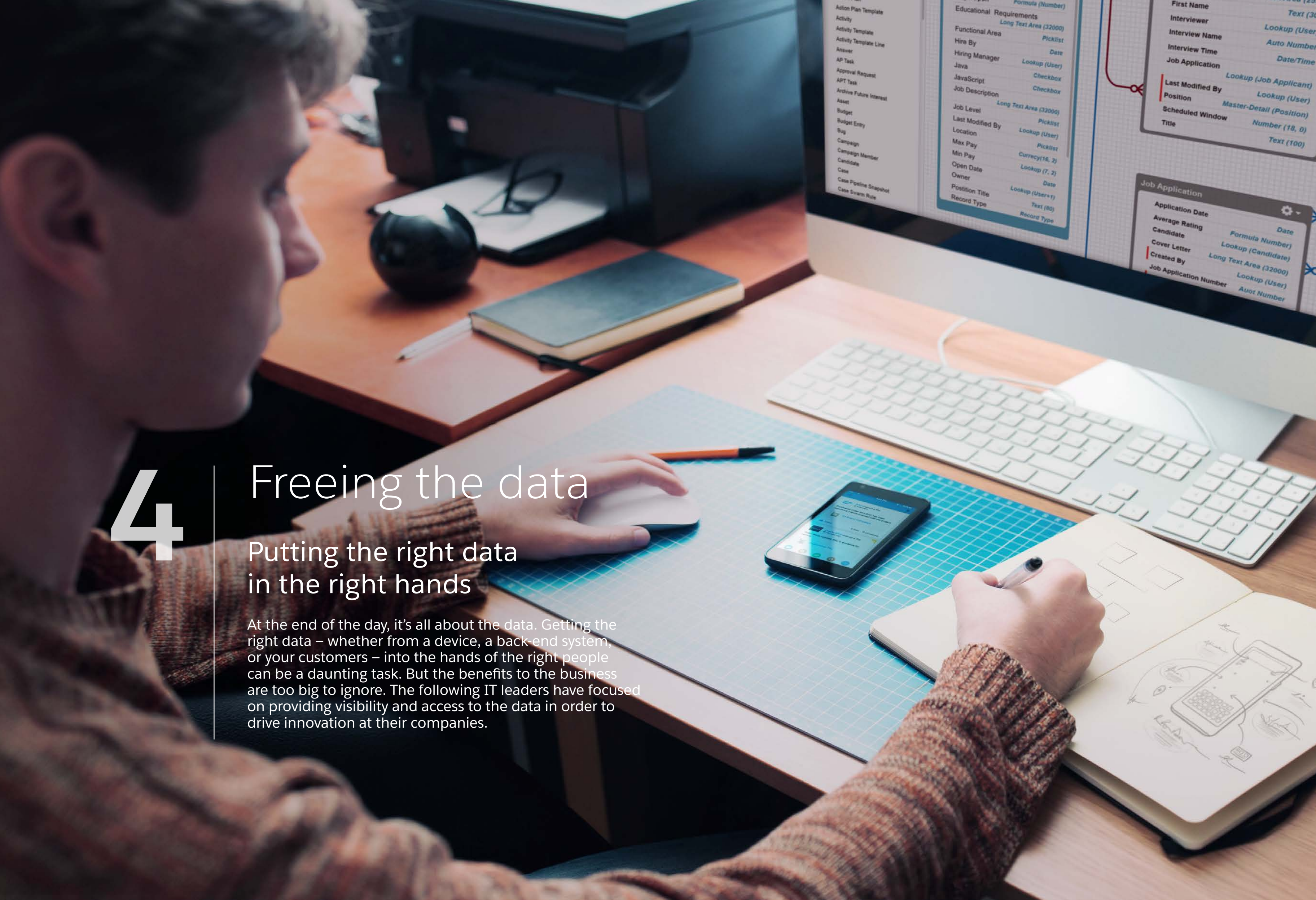
“We all want our government to be more responsive, and Salesforce is helping us respond to citizens better than ever.”
Chetna Mahajan, Director of Enterprise Applications

4

Freeing the data

Putting the right data in the right hands

At the end of the day, it's all about the data. Getting the right data – whether from a device, a back-end system, or your customers – into the hands of the right people can be a daunting task. But the benefits to the business are too big to ignore. The following IT leaders have focused on providing visibility and access to the data in order to drive innovation at their companies.



FOREVER LIVING

Andrew O'Hare
VP, Digital Technology



Founded: 1978
HQ: Scottsdale, AZ
Workforce: 10,000
Industry: Consumer products

Forever Living is the largest grower and distributor of aloe-based products in the world. To connect its far-flung network of over 10 million independent business owners, spread over more than 150 countries, Andrew O'Hare and his team have built a community called FLP360 on the Salesforce App Cloud.

FLP360 provides business owners with an innovative way to build their business and track their progress. The tool offers an extensive CRM, the ability to create customizable websites, and unprecedented access to reports and insights. FLP360 can also be accessed on the go via a mobile companion app.

"We took everyone by surprise and released FLP360 in 46 countries on day one," says O'Hare. "Within 90 days, it was in 100-plus countries, in 32 languages. Typically IT has to go country by country, region by region, but that process doesn't benefit our worldwide company."

In addition, Forever Living has also customized other Salesforce products such as Service Cloud, with a completely customized and branded UI on top of Salesforce. They wanted to streamline the workflow for their call center agents, reduce call length, and provide a vast amount of information at the click of a button. "The Salesforce App Cloud lets us pivot based on user feedback. Our applications stay incredibly relevant because we're continually improving them," says O'Hare.

Next up is building a new content management system for ForeverLiving.com. "If it's on the Salesforce App Cloud, we know it's going to be successful," he says.



FOREVER LIVING'S

FLP360 APP

WHAT IS IT?

Distributor community portal and mobile app.

WHAT DOES IT DO?

Connects a far-flung network of independent business owners to their customers and data.

HOW WAS IT BUILT?

With Force.com, Visualforce, Heroku, Heroku Connect, and Community Cloud.

See the full Forever Living story.

WATCH FILM



“Salesforce has enabled us to innovate and iterate in ways that were simply not possible before. With Salesforce as our partner, the quality of our apps and time to market is now unparalleled.”

Andrew O'Hare, VP, Digital Technology

ST. JOSEPH HEALTH

David Baker
VP of IT



Founded: 1929
HQ: Orange, CA
Workforce: 24,000+
Industry: Healthcare

Employees today expect the same mobile and social tools at work that they enjoy in their personal lives. So David Baker set out to build a social mobile intranet to increase collaboration and improve productivity for employees at 14 facilities across three states.

“I think people in IT are scared sometimes,” says Baker. “Everyone wants to release a perfect product. But it’s more important to get it out there, take the feedback, and run with that, than try and aim for perfection from day one.”

Using Salesforce, Baker’s team replaced a legacy intranet that was underused (less than 4% of employees were signed up and only 100 had been active recently) and launched a pilot project called Staffhub with 50 users. Through word-of-mouth, the user base grew to 3,000 users in weeks.

“I asked our execs to log in and just read some of the posts each day whenever they had a few minutes,” says Baker. “And I asked them to make a commitment to post one thing per week. People are interested in what their leadership has to say and our VPs and CEOs have become regular contributors already. So that’s really helping.”

Staffhub gives users a personality that email can’t match and encourages interactions from all geographies and areas of the business. “We’re really freeing the data and liberating the information,” says Baker. “Folks from Northern California, Southern California, and Texas may not have understood there are other people out there working on similar stuff and now they can connect. It’s helping us to become a true enterprise company.”



ST. JOSEPH'S HEALTH

STAFFHUB APP

WHAT IS IT?

A HIPAA-compliant, mobile, social company intranet.

WHAT DOES IT DO?

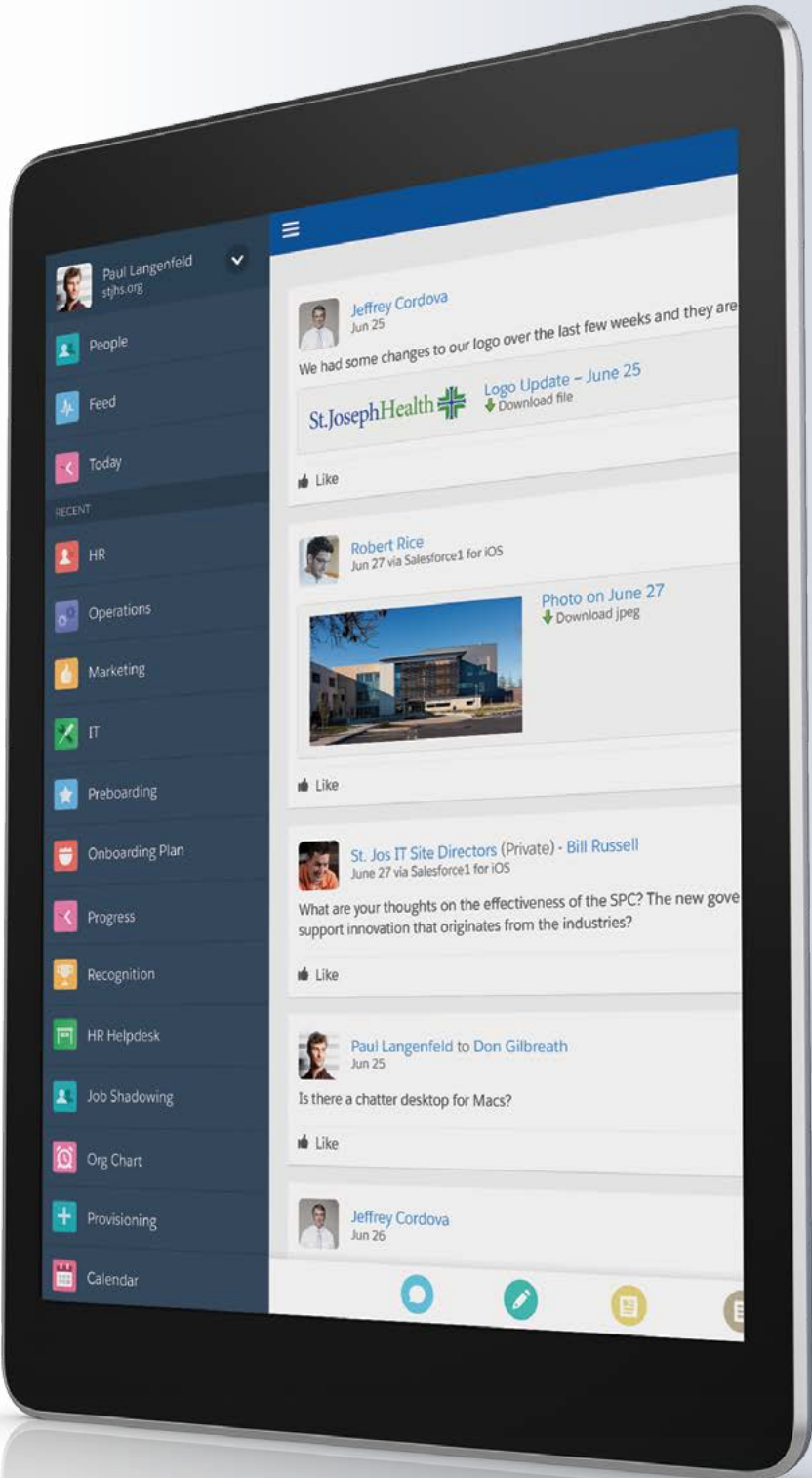
Staffhub connects employees to one another, and to company leadership. It gives them project management, knowledge-sharing tools, and a ticketing system for all of their shared services.

HOW WAS IT BUILT?

With Community Cloud, Force.com, and Chatter in nine weeks. Integrated with LinkedIn.

Get great apps for healthcare.

GET DATASHEET



Everyone wants to release a perfect product. But it’s more important to get it out there, take the feedback, and run with that, than try and aim for perfection from day one.

David Baker, VP of IT



SEAGATE

Mark Brewer
SVP and CIO



Founded: 1978

HQ: Cupertino, CA

Workforce: 60,000

Industry: Technology

Seagate Technology was at a crossroads. The global leader in data and cloud storage solutions was managing many custom, on-premise Java applications and maintenance had become time-consuming and expensive. Seagate could either proceed in the same direction or make a move to modernize its app development.

The solution came in the form of the Salesforce App Cloud. As a longtime Salesforce customer, Seagate already had in-house developer expertise. "The new custom apps we built were actually CRM extensions with sales and marketing," says SVP and CIO, Mark Brewer. "In fact, some of the front-end app dev tasks were even prototyped by business analysts."

A huge bonus has been that the previous complicated application infrastructure and demanding upkeep that came with it has been eliminated. More and more of Seagate's enterprise apps now live in the cloud, where they can be easily connected for external usage by clients and partners. And they all have modern capabilities, such as mobile and social, built right in.

Another major benefit for Seagate is that its apps rely on common data. "We were able to seamlessly integrate all of our back-office data from Oracle ERP," says Brewer. "This allows for consistency and accuracy across the board, because when the data gets updated in one location, it gets updated everywhere."

Seagate has now built more than 40 apps across seven lines of business. The applications tend to be global in nature and, in many cases, replace multiple, locally developed solutions. Examples include an ergonomic self-assessment application, a time-charging application to track time cards and vacation, a facilities change request application, and an application to manage their VMI hubs which is used by internal and external users.



SEAGATE'S

TIME OFF REQUEST APP

WHAT IS IT?

Employee time management app.

WHAT DOES IT DO?

Allows employees to submit and track requests for time off directly from managers. Managers can approve requests and keep track of overall employee time off.

HOW WAS IT BUILT?

On Force.com.

Connect to any database
in minutes, not months.

SEE HOW



We were able to seamlessly integrate all of our back-office data from our previous ERP. This allows for consistency and accuracy across the board, because when the data gets updated in one location, it gets updated everywhere.

Mark Brewer, SVP and CIO



A platform as big as your vision.

The speed and scale of change facing IT is matched only by the speed and scale of the technology these IT visionaries have responded with. The common thread running through all these stories is the way IT leaders adapt quickly to the new landscape, quickly retooling to meet the growing demand for better, more mobile, more connected apps across the enterprise.

Salesforce App Cloud matches your vision with ours. App Cloud brings together all the tools and services that companies of every size, in every industry, are already using to build and run over 4 million custom apps. Now anyone can build compelling, engaging apps fast, whether you're a developer or business user. And App Cloud gives IT complete control, with a single ecosystem for building, deploying, and managing all of your apps.

What can Salesforce App Cloud can do for you?

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