Capgemini

Innovative Salesforce Governance for Strategic Enterprise Alignment

Discover how our governance model not only simplifies operations but also enables organizations to maximize and leverage their Salesforce investments.

In the rapidly evolving digital landscape, robust governance of Salesforce systems stands as a cornerstone for achieving strategic enterprise goals. A well-structured governance framework is essential for orchestrating an efficient, consistent, and secure Salesforce environment, particularly within complex organisations engaging multiple clouds – from CRM to advanced analytics platforms like Tableau.

At the heart of effective governance is a hierarchical model which aligns with the organisation's strategic layers, ensuring that top management direction cascades flawlessly into actionable insights and operational excellence. The top tier of this governance structure focuses on strategic decision-making and overarching policies governing the Salesforce ecosystem. This includes setting priorities, aligning Salesforce initiatives with business objectives, and guaranteeing compliance with data security and regulatory requirements.

The middle layer, or delivery, translates strategic objectives into detailed plans and projects. It ensures that all Salesforce deployments are executed according to the governance framework, maintaining standardisation across departments and minimising operational silos.

At the operational level, our specialised teams – such as release management and technical experts – operate within a 'natural factory' model. This model supports a systematic approach to Salesforce implementations and customisation, fostering innovation while assuring that every cloud service and application performs optimally under unified governance standards.

Our governance model not only streamlines operations but also positions organisations to optimize and capitalize on their Salesforce investments. By integrating strategic guidance with a structured delivery mechanism, businesses can unlock transformative value, enhancing efficiency and driving competitive advantage in the market.

Through our hierarchical governance model, clients across various industries have achieved remarkable outcomes, such as streamlining Salesforce programmes to reduce operational costs and improve release cycles. Furthermore, our Center of Excellence (CoE) framework has helped clients align their Salesforce ecosystems across international markets, enhancing customer satisfaction while ensuring compliance with regulatory requirements. These are among some of the ways we can help you innovate, optimise resources, and remain strategically aligned.

About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market leading capabilities in AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2023 global revenues of €22.5 billion.

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