Partnering for Customer Success
Matt Meents
Agenda

- Salesforce Market Opportunity
- Client Success
- Magnet 360/Mindtree Synergy
Salesforce Market Opportunity
The Fastest Growing Enterprise Software Company, Ever

In the fastest growing market, according to Gartner

Source: Gartner; Forecast: Enterprise Software Markets, Worldwide, 2013-2020, 4Q16 Update

<table>
<thead>
<tr>
<th>FY16</th>
<th>O/S</th>
<th>$27.1B</th>
<th>ERP</th>
<th>$26.6B</th>
<th>DBMS</th>
<th>$32.7B</th>
<th>CRM</th>
<th>Digital Commerce $4.3B</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY21</td>
<td>O/S</td>
<td>$24.8B</td>
<td>ERP</td>
<td>$35.6B</td>
<td>DBMS</td>
<td>$32.7B</td>
<td>CRM</td>
<td>Digital Commerce $5.7B</td>
</tr>
</tbody>
</table>

4% CAGR
82% of Our Opportunity is in 6 Industries

TAM $B

- Financial Services: $17.3B, 8% B2C, $13.6B, 10% B2B
- Manufacturing: $13.6B, 10% B2C, $7.0B, 10% B2B
- Media & Communications: $10.2B, 11% B2C, $8.0B, 3% B2B
- Healthcare & Life Sciences: $7.6B, 12% B2C, $6.5B, 3% B2B
- Public Sector: $7.5B, 12% B2C, $2.8B, 11% B2B
- Retail: $3.8B, 68% B2B
- High Tech: $2.4B, $2.0B
- Professional Services: $0.8B, $0.2B

57%
Incredible Market Opportunity

Enterprise Marketplace

CRM by 2020: largest segment of Enterprise Software Market

Salesforce Economy

2020
Salesforce $1
Partner $4.1

Partner Advantage

- $260B Cumulative Consultative Revenue
- $\approx 10x$: number of Consultants needed to address 2020 market demand

Client Success
Intelligent Customer Success Platform

Applications
- Sales
- Service
- Marketing
- Community
- Analytics
- Apps
- Commerce
- IoT
- Quip
- AppExchange

Platform
- Lightning
- Component Exchange
- Force.com
- Heroku

- Einstein
  - Predictive Analytics
  - Machine & Deep Learning
  - Natural Language Processing

- Thunder
  - IoT & Social Data
  - CRM Data
  - Data Management Platform
The Intelligent Customer Success Platform for B2B
Connect to your customers from lead to cash to loyalty

- Marketing automation
- Sales data
- Custom apps
- Quote-to-cash

Cash

- Collaboration & partner management
- Connected products
- Support agents

Lead

- Analytics

Loyalty
Fortune 500 Manufacturer Leverages IoT Cloud to Turn Data into Actionable Insights

• Problem: Increase food safety and healthy environment protection at a lower cost.

• Solution: Salesforce’s IoT Cloud integrated to existing technology and devices.

• Result: New service offerings to ensure their customer’s brands are protected.
Supercharge member engagement using service and marketing clouds

• Problem: Low enrollment rates and less engagement compared to industry leaders.

• Solution: Service Cloud to interact digitally, and Marketing Cloud to increase engagement.

• Result: Supercharged productivity of the wellness coaches, and increased health outcomes.

"Magnet 360 is our strategic partner for our business transformation!"

- Business Executive
Magnet 360/Mindtree Synergy
Digital Transformation Journey

Create Digital Experiences.

Digitize the value chain across the front and back ends.

Develop “sense-and-respond” systems.

Shape new, innovative business models and partnerships.
ADOPTION

Are my people using Salesforce?
- Any cloud they own.

Are we using what we own from Salesforce?
- Feel like I use X% of what I bought.
- Post implementation lift – new innovation.

Are we getting value from Salesforce?
- KPI's/Capabilities defined and monitored.
- What more do we need and why?

INNOVATION

Three upgrades per year
- How does this help my company?

New Salesforce products
- IoT Cloud, Lightning, Einstein, etc.

New Business Models
- Reduce friction in customer experience
- Industry knowledge – Accelerators
- Digital transformation integration
Global Offerings To Support the Digital Journey

Solution Architecture – Central Architecture Group

Digital (cloud, mobile, marketing, ecommerce)
- Data Warehouse & Analytics
- ERP (SAP, Oracle)
- EAI (BPM, SOA)
- Engineering R&D
- Independent Testing
- Infrastructure Management
- Mainframe & Midrange

Project & Program Management
- Agile Application Development & Maintenance
- Managed Services
- Application Maintenance Services
Summary

Salesforce has a lot of momentum

Magnet 360 is enabling our customers to get closer to their customers and drive growth, retention and efficiency

Mindtree + Magnet 360 is making digital transformation possible!
Thank you