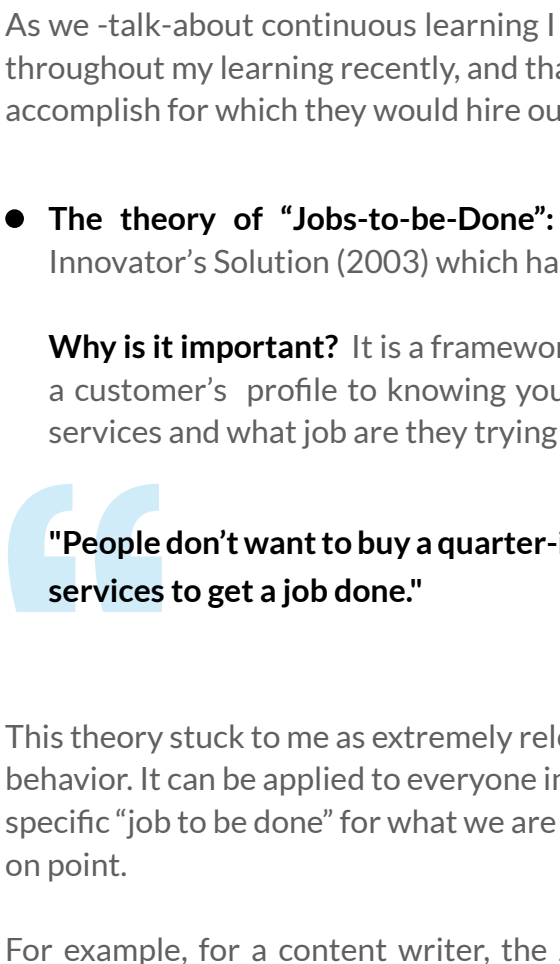




Leaderspeak

Continuous Learning, Continuous Improvement



Saba Ahmad (COO)

Last two months have been really tough with Covid-19 hitting us all too close for comfort and impacting our loved ones. Our thoughts and prayers are with each and everyone one of you who had to deal with the loss of someone special and best wishes for complete recovery and strength to all of you who were affected by the disease.

As they say, the sky is darkest just before dawn, and we should look for the silver lining in every cloud. On that note I would like to share my experience through almost a year and a half of lockdown and how I choose to spend my time outside of my regular work.

After the initial months of just waiting for it all to be over, I decided to get out of my comfort zone and learn something new during this time. I picked up a new hobby, started to paint and got enrolled in a course in Business Strategy at Harvard Business School. It was not easy and I had to put all my extra time in both these activities but what I learned and the experiences I learned were well worth the effort.

So the topic I want to discuss today is Continuous Learning and Continuous Improvement. Continuous improvement is an ongoing effort to improve in all areas and continuous learning is the concept of always acquiring new skills and competencies in order to expand your knowledge.

Learning could be professional enrichment or personal enrichment. Either of these will lead to a person's overall growth and will also lead to a steady stream of improvements for the organisation and will have transformational results.

As we talk about continuous learning I would like to share a few key concepts that really stood out to me throughout my learning recently, and that I feel can be directly applied to all of us at Infoglen, accomplish for which they would hire our product/services.

- **The theory of "Jobs-to-be-Done":** Clayton Christensen introduced the phrase in his book, *The Innovator's Solution* (2003) which has since then been developed into a framework.

Why is it important? It is a framework to better understand customer behavior. Shifting the focus from a customer's profile to knowing your customer's behaviour of why they would need your product or services and what job are they trying to accomplish for which they would hire our product/services.

"People don't want to buy a quarter-inch drill. They want a quarter-inch hole! People buy products and services to get a job done."

- Clayton Christensen, *Business Strategist*

This theory stuck to me as extremely relevant in all aspects of business rather than specifically to consumer behavior. It can be applied to everyone in any role. If we get down to understanding and defining what is the specific "job to be done" for what we are trying to do, our results would be transformational and much more on point.

For example, for a content writer, the Job-to-be-done when writing a case study is to use our story to convince our audience that we are the best in the area to solve their specific business problem. For a Business analyst who is writing and refining the stories the Job-to-be-done is to make sure the stories have captured all the use cases and problem statements and have enough information for the development team to build a solution to solve the problem. The Job-to-be-Done for the Developer is to make sure their solution not only solves the customer's problem but does it in such a way that there are no errors and that this solution is scalable for the future. This can help an organisation develop products and solutions that are more aligned to the customers "JOB".

In this way if we can apply this theory to almost everyone from marketers to salespeople to students to teachers and doctors; just about everyone can do a better job when they are aligned to the their audience's "Job to be Done"

- Another very interesting concept was an ice hockey quote by Walter Gretzky, **"Skate to where the puck is going, not where it has been."** This quote has been adopted in the business world with a lot of enthusiasm.

What this means is to be able to predict what the demand is going to be tomorrow rather than focusing on what it is today. Some of the world's most innovative products have been able to succeed because their leaders had the foresight to predict and innovate in the direction where the puck was going to be.

My point in sharing these concepts is to emphasize the importance of fostering a culture of continuous learning and continuous improvement at Infoglen, so that together we can all skate to where the puck is going to be. Customer Focus is no longer the only criteria for success. In today's business world along with a focus on understanding of understanding our Customers' Job to be done, an organisation needs to focus on continuous innovation to remain competitive.

A company can innovate on many levels; with products, services, sales, delivery methodologies, or even organizational methods. In any case, the purpose of innovation is to create value by doing something differently or creating something new so that as an organisation we stand out from the others.

So let us all do something new, learn a new skill, improve your existing skills or pick a new hobby or even a new language and let's become an organisation that is known for its innovation through Continuous learning and Continuous improvement. If I was able to do it at this stage, I am confident so can each and every one of you.

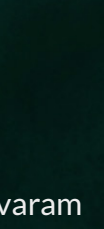
Cheers

Infoglen Family

Celebrating Performance

Congratulations Waymo team for the successful launch !

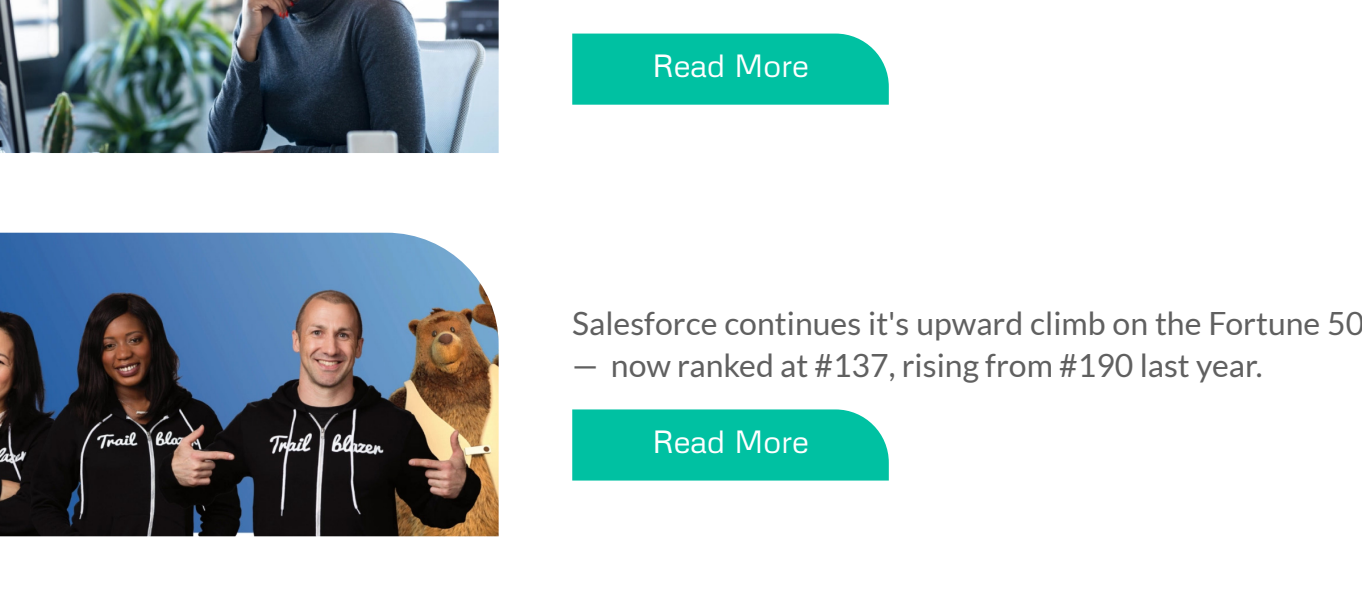
The team has built a hardware scanning solution for the Waymo Operations for its Inventory Management and Tracking replacing existing SAP solutions.



Their new solution simplified the workflow, provided a system that is available 24/7 resolving the downtime issue with SAP, and brought a collaborative experience to end users with the help of a great LWC based user interface. This solution allows end users to scan a QR code for inventory tracking.

Shrikant Bagal

Kudos to **Shrikant Bagal** for doing an amazing job of designing and building this great solution within a month and Thanks to **Pravin Warkar** for his help and support on Einstein Analytics for this.



Here is a graphic on what value was added by this change:

Simplified Workflow
Expedient Check-Out Times
Enhanced Mobile Tracking
Automobile Alerts & Dashboards

24/7 Availability
Significant Reduction of Downtime
Flexible System Scaling Capabilities
Robust Support Network

Collaborative Experience
Empowering Cross-Functional Management
Centralized Teams & Locations
Built for Operational Scale

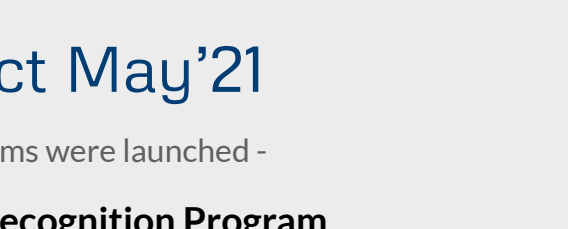
Kudos to Google Cloud- Transfer Appliance team for new Inventory Management Solution !

A Big Shoutout to **Anil & Vinod** for Design & Architecture, **Khaleel** for Building the solution and to **Sridevi** for her immaculate testing for quality assurance !!



Congratulations to Google Cloud - Transfer Appliance Team for stepping up and building a whole new Inventory Management Solution for the TA team in a very short time. The Cloud TA team had to find an alternative inventory resolution within One and half month as they were informed about a sudden end of life for their existing Oracle solution.

Infoglen team stepped up and was able to design, build and deploy a solution one week before the deadline and save the day, which led to the Google Manager getting a Director's award for resolving this problem so quickly.



Khaleel Shaik

Sridevi Yenamandra

Program Manager, Google Cloud Transfer Appliance shared -

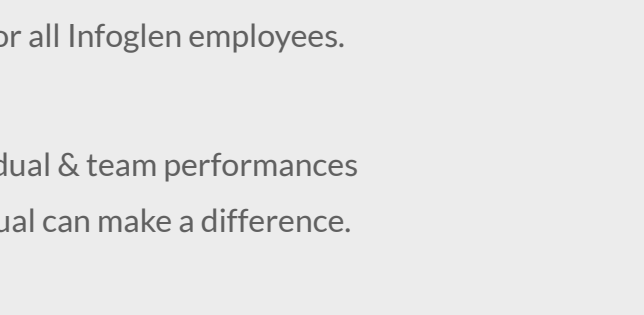
I wanted to thank you for all your efforts and time invested in the Inventory Management Design project that was made in record time to meet our tight deadlines. It was nice to work with Anil and the team to get it completed in time.

The importance of having an inventory track in salesforce before SAP migration was huge. The Inventory Management project enabled us to continue tracking our inventory in a timely manner and to keep control of our assets.

Appreciate your support, thanks again for your help!

Keep up the good work team !!

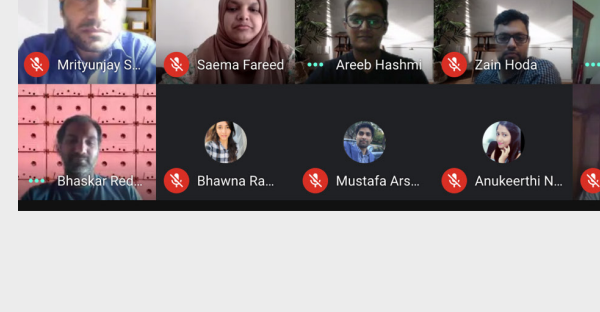
CONGRATULATIONS Divya & Fenil



Our Head HR Fenil got married to Divya on 28th May, in Pune. We wish the NewlyWeds Heartiest Congratulations.

Have a great life ahead, Divya & Fenil !

CONGRATULATIONS Jahnavi & Ravi

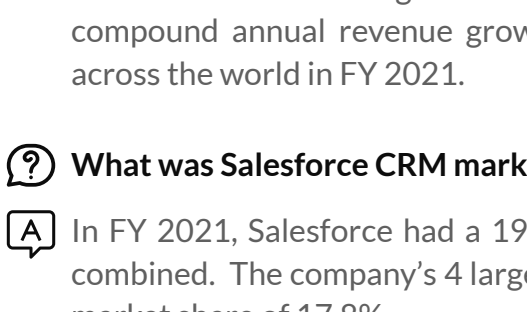


Our Hyderabad based team member Ravi got married to Jahnavi on 19th May in Gannavaram near Vijayawada.

We wish both the techies Heartiest Congratulations on their Wedding.

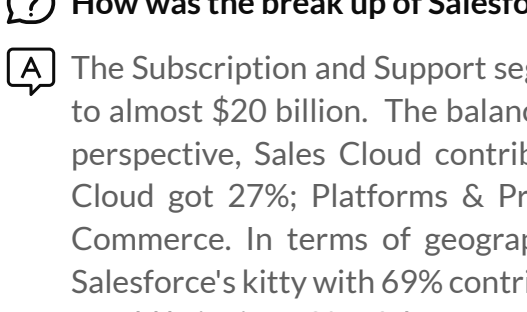
Have a great life ahead, Jahnavi & Ravi !

Salesforce News Feed



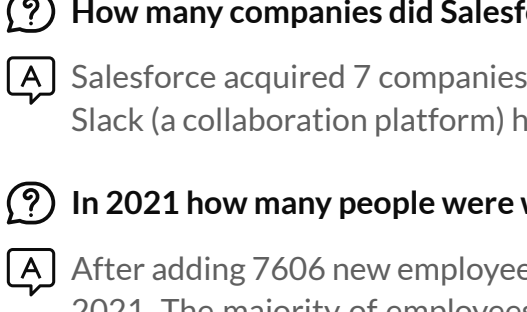
Salesforce ranked Leader in "The Forrester Wave™: Enterprise Marketing Software Suites, Q2 2021" report.

[Read More](#)



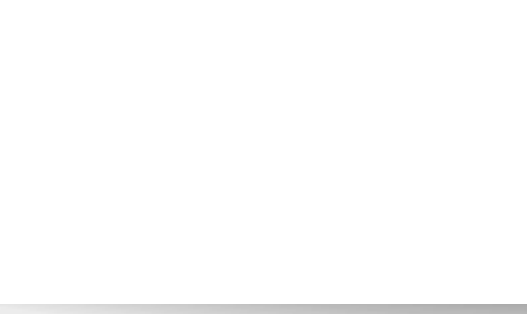
Salesforce continues it's upward climb on the Fortune 500 list — now ranked at #137, rising from #190 last year.

[Read More](#)



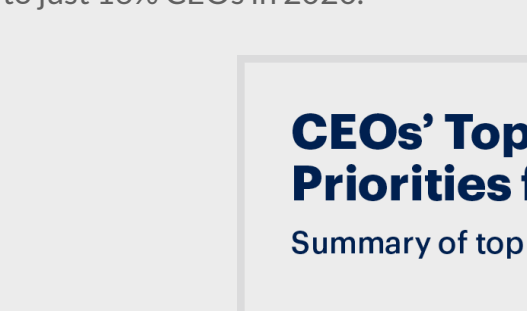
Salesforce announced Corporate and Investment Banking for Financial Services Cloud, new technology to help bankers and deal teams deepen relationships with clients, manage deal interactions on one platform and compliantly collaborate and share sensitive information relevant to a deal.

[Read More](#)



Salesforce introduced Einstein Relationship Insights, a new AI-powered research agent that autonomously explores the internet and internal data sources to discover relationships between customers, prospects and companies to help sales reps close deals faster.

[Read More](#)



Salesforce announced new innovations across Digital 360, helping companies go digital faster and deliver the next generation of marketing, commerce and digital experiences.

[Read More](#)

Latest News @ Infoglen

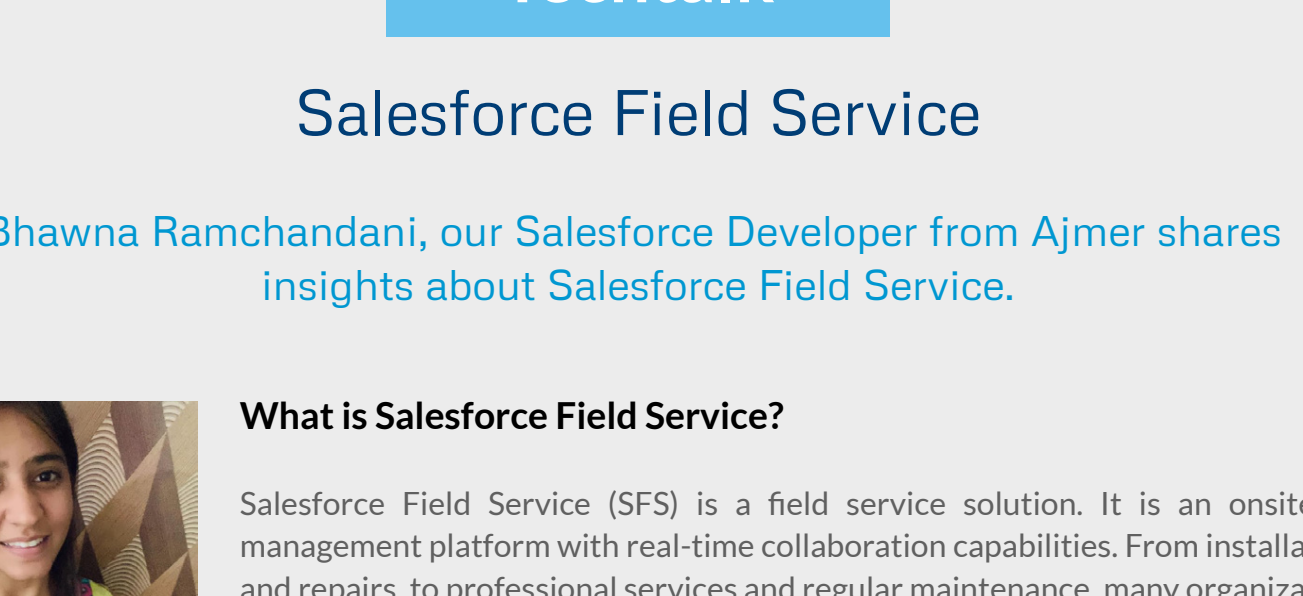
Monthly Connect May'21

During the monthly connect held on 26th May, 2 new programs were launched -

1. Innovation Hub
2. Insightlight- Rewards & Recognition Program

Innovation Hub

Continuous Innovation is one of the Core Values @ Infoglen. To help nurture new ideas and develop inquisitive perspectives Innovation Hub was launched. This hub will serve as a springboard for innovation, and will be an open platform and an agile think-tank space to anticipate the transformation of anything and everything you do. Your work at Infoglen's Innovation Hub here will surely give you a sense of pride & ownership. This also gives you an opportunity to be rewarded & recognized for creating and adding value @ work with your ideas and execution.



Insightlight- Rewards & Recognition Program

An unbiased meritocracy-based recognition program for all Infoglen employees.

- ⌚ Timely Recognition
- ⌚ Continuum of opportunities to acknowledge individual & team performances
- ⌚ Understand & appreciate the fact that each individual can make a difference.
- ⌚ Fostering a positive work culture
- ⌚ Boost employee morale resulting in more engaged & satisfied employees
- ⌚ Commitment towards business goals

[Click Here to know more about the Insightlight Award Categories.](#)



InfoQuiz

InfoQuiz June

- 1) In 2020, which were the world's 'Top 10' IT/software companies, and what were their revenues ?
- 2) How big is the CRM market likely to be by 2025, and what is its biggest growth driver ?
- 3) What is the fastest growing CRM platform in the world today ?

Answers of May Quiz

- 1) How was Salesforce performance in the 2021 financial year which got over on 31st Jan 2021 ?

A Salesforce generated \$21.25 billion in the 2021 fiscal year, a 24% growth over the last financial year. Salesforce revenue has grown at a CAGR of 51.22% over the last 20 years. Taken over the last 10 years, compound annual revenue growth is 29.04%. Over 1,500,000 organizations were using Salesforce across the world in FY 2021.

- 2) What was Salesforce CRM market share globally, and how did its top 4 competitors do in 2021 ?

A In FY 2021, Salesforce had a 19.8% share of the CRM market, more than its 4 leading competitors combined. The company's 4 largest competitors (Oracle, SAP, Adobe and Microsoft) have a combined market share of 17.8%.

- 3) How was the break up of Salesforce's revenues in terms of type of offerings and geographies ?

A The Subscription and Support segment accounted for 94% of Salesforce's total revenue, which comes to almost \$20 billion. The balance 6% was Professional Services and Other revenues. From another perspective, Sales Cloud contributed approximately 26% to the company's total revenue; Service Cloud got 27%; Platforms & Products got 32%; and the balance 15% came from Marketing and Commerce. In terms of geographies, Americas (North and South) - is the biggest contributor to Salesforce's kitty with 69% contribution, followed by Europe with 21%, and Asia Pacific and Rest of the World bringing 10% of the revenues.

- 4) How many companies did Salesforce acquire in the 2021 fiscal ?

A Salesforce acquired 7 companies in the last fiscal year. At the cost of \$ 27.7 billion in December 2020, Slack (a collaboration platform) has been Salesforce's biggest ever acquisition so far.

- 5) In 2021 how many people were working in Salesforce ?

A After adding 7606 new employees last year, a total of 56,606 employees were working at Salesforce in 2021. The majority of employees (58%) are based in the United States, while the remaining 42% are spread across a further 27 countries.

Winner of May Quiz



Premal Baisetty

Poll Power

As per the 2021 Gartner CEO Survey, based on the responses of 465 business leaders from over 30 countries, 36% of the CEOs committed to "Technology-related" investments as a high priority, as compared to just 16% CEOs in 2020.

Source: <https://www.gartner.com/smarterwithgartner/ceos-see-growth-in-2021-marked-by-3-shifts/>

Opportunities @Infoglen

Salesforce Developers

Marketing Manager

Inside Sales Manager

Delivery Manager

Techtalk

Salesforce Field Service

Bhawna Ramchandani, our Salesforce Developer from Ajmer shares insights about Salesforce Field Service.

Bhawna Ramchandani

What is Salesforce Field Service?

Salesforce Field Service (SFS) is a field service solution. It is an onsite job management platform with real-time collaboration capabilities. From installations and repairs, to professional services and regular maintenance, many organizations send agents into the field. It includes call centers accepting and dispatching orders to field service specialists who use smartphones to manage tasks outside the office.

SFS should be installed as a Managed Package together with Mobile app package. Salesforce Field Service mobile app for Technicians is available for Android and iOS platforms.

Why is SFS so popular ?

Salesforce Field Service, launched in 2016, has quickly become one of the fastest growing products in Salesforce stack. It is built in such a way that provides valuable insight so everyone involved can work efficiently.

Dispatchers set field technicians up for getting the work done by sending the appropriate technicians (with the right skills and tools) and within the territory to complete a particular job on service timing (according to timezone).

Technicians have real-time data, so they clearly understand the work that is being requested and the tools they need to complete the work.

Here, Dispatchers can easily let technicians schedule.

Who should opt for SFS?

Firms that are working with a huge mobile force in different areas and are in need to track their cases and technicians' schedule will definitely want to opt for this. Dispatcher Console helps them look at how the appointments are scheduled.

Customers mostly want services in a hurry. With SFS, they gain an effortless experience with a 48% faster case resolution time because the technician arrives prepared to do the task at hand. Customers can have their services faster because technicians work in the same territories with the correct skills and tools.

How does it make a difference in the life of the Customer and Service Provider ?

From the perspective of Service Providers, managing a field service team is not an easy feat without an automated system. It takes a lot of coordination to make it work – be it scheduling resources, creating work orders, keeping track of the inventory, or addressing customer issues.

For Service Provider Perspective, managing a field service team is not an easy feat without an automated system. It takes a lot of coordination to make it work – be it scheduling resources, creating work orders, keeping track of inventory, or addressing customer issues. It separately needs some resources to handle that.

Delivering seamless, end-to-end customer service is paramount for a service provider to be a key player in their industry. With its ability to completely automate workflows coupled with power packed features of Salesforce, SFS is well placed to revolutionize the field service space.

Celebrations

Birthdays

Anam (Noida) 1st June

Shivanand (Pune) 1st June

Shrikant (Pune) 6th June

Pravin (Pune) 11th June

Bhaskar (Khammam) 16th June

Premal (Pondattur) 18th June

Khaleel (Hyderabad) 21st June

Vinod (Vancouver) 22nd June

Kalyan (Kurnool) 29th June

Work Anniversaries

Shoa (2 Years) 10th June

Harvish (Hyderabad) 15th June

Madhusmita 16th June

Rishikesh (2 Years) 11th June

Divya (3 Years) 27th June

Up Close & Personal with Anukeerthi

Anukeerthi, our Business Analyst from Hyderabad shared insights from her personal life.

Anukeerthi Nimmla

InfoBuzz : What is the sweetest memory from your childhood days ?

Anukeerthi Nimmla : Awesome things are packaged in the simplest form. So my sweetest memory was visiting my grandparents and my cousins once a year and enjoying the countryside.

IB : If you had to describe your life in 20 words or less, what would you say?

AN : I am a happy-go-lucky person and as they say "life is a journey not a destination." I see my life with positivity and filled with continuous learning.

IB : What is your time management mantra ?

AN : Things get into completion mode with good planning and scheduling.

IB : How do you balance personal and professional life?

AN : Thanks to Infoglen's work from home policy, I am able to find more time for my family. Otherwise, in a regular scenario, I ensure my time is distributed as per the requirement of professional/personal commitments.

IB : What is one thing you hate most ?

AN : I am a social person. However, currently, because of the COVID situation, I have not been able to socialise and travel - something I would like to see changed.

IB : What is your favourite pastime?

AN : Spending time with my toddler is the best way I can add value to the free time I have currently.

IB : If you had to live the life of a celebrity, who would it be and why?

AN : I idolize Priyanka Chopra because she made our nation proud worldwide.

IB : What do you enjoy cooking most?

AN : Chicken and paneer are my favourite. I also love to cook what my son enjoys the most.

IB : What if you had 6 months of paid vacation? Where would you travel?

AN : I would love to make a trip to USA, so that I can visit my sister and also visit Infoglen office.

IB : What's the one thing you like about Infoglen?

AN : Completed my first year at Infoglen and what an AMAZING year it has been! Working on the most interesting projects that provide fast paced learning, with the most amazing leadership team. And even though the last one year has been virtual in terms of interactions, I did not feel a dip in the motivation, dedication or enthusiasm in my colleagues.