

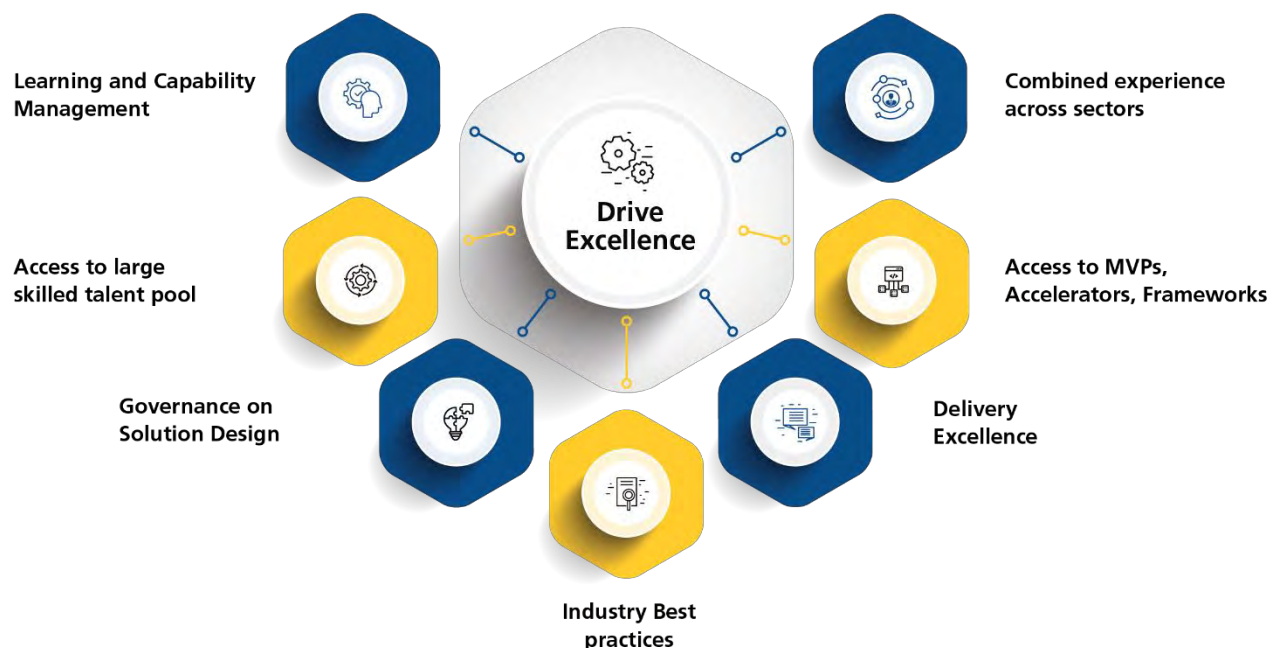
Unlock The Total Value Of Salesforce With LTIMindtree's Center Of Excellence (CoE) Management Program For Global Captive Centers (GCCs)

Global Capability Centers (GCCs) in India have evolved into talent powerhouses, shifting from a cost play to a value play. GCCs were earlier focused on cost optimization and operational excellence, managing mainly back-office, business, and IT support functions. Today, GCCs have expanded their portfolio of services to include R&D, product engineering, process automation, data and analytics, and AI/ML capabilities, among others. The recent Zinnov-Nasscom report titled "GCC India Landscape – 2021 and Beyond!" says that India will be home to 1900+ Global Capability Centers (GCCs), employing ~2 million people and generating revenues of \$58-61 Bn by 2025. In a post-pandemic world, GCCs are driving the digital transformation agenda for their parent organization, redefining business models, and delivering significant value for their parent organizations.

LTIMindtree and Salesforce have joined hands to partner with the dynamic GCCs in India to accelerate change and achieve powerful business transformation. LTIMindtree's unique solution offering, the "Salesforce Center of Excellence (CoE) Management Program," provides a clear roadmap for GCCs who want to establish a Salesforce CoE or re-energize an existing one, to unlock maximum value from their Salesforce technology platform. As GCCs continue to grow, managing complexity effectively and delivering business value while continuously innovating is imperative.

LTIMindtree's Salesforce CoE management framework enables customers to:

- Focus on continuous skilling of in-house talent
- Ensure best-in-class solution design, leveraging industry best-practices
- Maintain consistency of processes and delivery standards
- Provide executive oversight and reporting
- Foster innovation mindset and behaviors
- Access to best-in-class processes, KPIs, tools and framework



Salesforce and LTIMindtree can create customized and attractive offers for organizations looking to implement this CoE framework to maximize the potential of their current or future Salesforce platform.

In July 2022, LTIMindtree and Salesforce held a customer event in Bangalore, India, titled "From captives to strategy hubs – the transformation roadmap." In this event, technology and industry leaders from premiere GCCs across the country shared their deep industry insights and expertise on how continuously evolving GCCs are spearheading the digital transformation agenda for their parent organizations and leading the charge for delivering increasingly strategic and innovative solutions globally.

"As we work to grow our presence and impact in the APAC region, LTIMindtree's commitment to helping businesses transform and deliver excellence aligns with our vision of Success Together for the Salesforce ecosystem. We are excited to see how LTIMindtree will empower GCCs to leverage the maximum potential the Salesforce platform has to offer."

-Charles Woodall, SVP of Alliances and Channels, APAC at Salesforce

"LTIMindtree and Salesforce amplify the business value delivered by Salesforce solutions to GCCs in India. Together, we collaborate with our customers to drive change, accelerate innovation, and lead digital transformation effectively!"

-Avinash Bhat, Vice President, Global Delivery Head for Salesforce at LTIMindtree

[Explore our Salesforce Offerings](#)

About LTIMindtree

[LTIMindtree](https://www.ltimindtree.com) is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 750 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by nearly 90,000 talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visit www.ltimindtree.com.