

Beside the introduction of the Salesforce Sales Cloud, Arlanis Reply offered support for the introduction of the Salesforce Service Cloud for the help desk and the technical sales. In this context even the iPhone had been considered a front end for the field sales force.

## The Facts

- Introduction of Salesforce Sales Cloud/ migration of the old system
- Introduction of Salesforce Service Cloud for helpdesk and technical field sales
- Introduction of quality management system based on Salesforce/old system migration

## The Solution

- Salesforce Sales Cloud and Service Cloud
- Force.com
- Visualforce
- Coaching Back End Integration
- Support of process definition

## The Challenge

- Gradual replacement of individual systems by Salesforce in a highly integrated environment
- Using the iPhone as a front end for the field sales in Salesforce design
- Validation through FDA demanding high standard testing and system design

