# Salesforce Experience Cloud:
## Brillio's ROI-Driven Experience Transformation

Unlock the full potential of Salesforce Experience Cloud with Brillio-your partner in building impactful, connected communities.

**brillio**

In today's digital landscape, enterprises are constantly challenged to deliver cohesive, personalized experiences that meet the needs of diverse users—customers, partners, and employees—across multiple touchpoints. Brillio, an IT services leader, empowers businesses to meet these challenges by leveraging Salesforce Experience Cloud to implement high-impact digital solutions quickly and securely. By guiding companies through tailored Experience Cloud implementations, Brillio enables them to rapidly create customized, engaging digital experiences with low-code tools and prebuilt apps. With Brillio's expertise, enterprises maximize ROI by seamlessly integrating data and AI insights, which drive stronger relationships, align sales, service, and marketing functions, and improve the customer journey for measurable growth.

# For each audience group, Brillio offers the following solutions:

## Customer Communities

Brillio helps enterprises establish robust Customer Communities that improve user satisfaction and engagement. Through knowledge bases, collaboration tools, and self-service options, customers gain easy access to information and support, while case escalation channels ensure prompt issue resolution. With ecommerce enablement, relevant customer metrics, AI-driven recommendations, and chatbots, Brillio empowers customers to make informed decisions and enjoy a more personalized experience.

## Partner Communities

Brillio's Partner Community solutions enable businesses to strengthen their partner ecosystem and drive sales growth. By facilitating partner enablement, billing, and quoting processes, streamlines partner operations and promotes collaboration. Additionally, expert group connections, data sharing, and performance metrics empower partners to perform effectively, while fostering closer alignment with the enterprise's goals. Brillio

## Employee Communities

For Employee Communities, Brillio provides solutions that enhance internal collaboration and productivity. By integrating Experience Cloud with the enterprise's service platform, employees can access key resources and connect with colleagues seamlessly. Brillio's employee enablement tools and engagement features create a unified workplace environment, supporting efficient workflows and improving employee satisfaction.

# End-to-End Solutions for Transformative Digital Experiences

Brillio offers a comprehensive suite of capabilities to ensure a seamless transformation journey with Salesforce Experience Cloud. With Brillio's expertise in end-to-end Experience Cloud transformations, enterprises can deliver dynamic, secure, and tailored digital experiences that maximize ROI.

**Consulting Service:** Brillio offers tailored consulting services to help you maximize the potential of Salesforce Experience Cloud. From crafting a robust community strategy and enabling frictionless implementations to leveraging design thinking for user-centric solutions, Brillio ensures every step aligns with your business goals. With deep expertise in business integrations and analytics, we help you unlock actionable insights and drive measurable impact.

**Streamlined Knowledge & Content Management:** Build and manage robust knowledge bases with tools that enable easy content migration, multi-lingual support, and intuitive global search for quick access to information.

**Engaging Collaboration & Discussions:** Foster meaningful interactions with collaboration tools, champion and expert networks, and feedback mechanisms to enhance user engagement.

**Advanced Automation & Intelligence:** Leverage AI-powered recommendations, chatbots, and analytics to provide personalized, data-driven experiences for customers, partners, and employees.

**Optimized Service Management:** Simplify workflows with integrated case escalation systems and tailored DevSecOps practices for secure and efficient operations.

**Custom Experiences:** Enable brand-specific customization, mobile optimization, and modernized interfaces to deliver impactful, user-centric digital solutions.

**Cloud and Data Transformation:** Facilitate smooth cloud and data migrations while optimizing technical debt to ensure scalability and cost-effectiveness.

**Integrated Sales Enablement:** Empower your sales teams with tools to manage leads, pipelines, and partner interactions more effectively, driving business growth.

## Why Brillio: Accelerating Success with Cutting-Edge Frameworks

Brillio sets itself apart with innovative accelerators that streamline and enhance Salesforce Experience Cloud implementations. Our metadata-driven Lightning Web Component (LWC) framework empowers businesses to build hybrid and fully customized Salesforce Lightning pages with ease. This framework accelerates development, ensures consistency, and delivers personalized user experiences, enabling faster time-to-market and maximizing ROI.

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| Knowledge & Content Management | Collaboration & Discussions | Champions & Experts | Monitoring & Feedback | Global Search | Case Escalations |
| Analytics | Recommendations, AI & Chatbots | Integrations | Sales Enablement | Customization, Branding & Personalization | Mobile Optimization |
| Modernization | Multi-Lingual Support | Cloud Migration | Content & Data Migration | Tech Debt Optimization | DevSecOps Optimization |

## Brillio's 3 Salesforce Solution Archetypes

**Out-of-the-Box:** For businesses seeking simplicity and cost efficiency, Brillio's out-of-the-box solutions leverage Salesforce's built-in tools and modules to streamline processes without custom code. These solutions are vetted through Salesforce's tri-yearly updates, minimizing risks while delivering reliable, preconfigured features.

**Customization On-Platform:** For enterprises requiring advanced functionality, Brillio extends Salesforce capabilities with custom solutions built using on-platform technologies like APEX, LWC, and Aura. By creating

tailored UI/UX experiences and introducing new functionalities, Brillio enhances user adoption, satisfaction, and cross-departmental engagement.
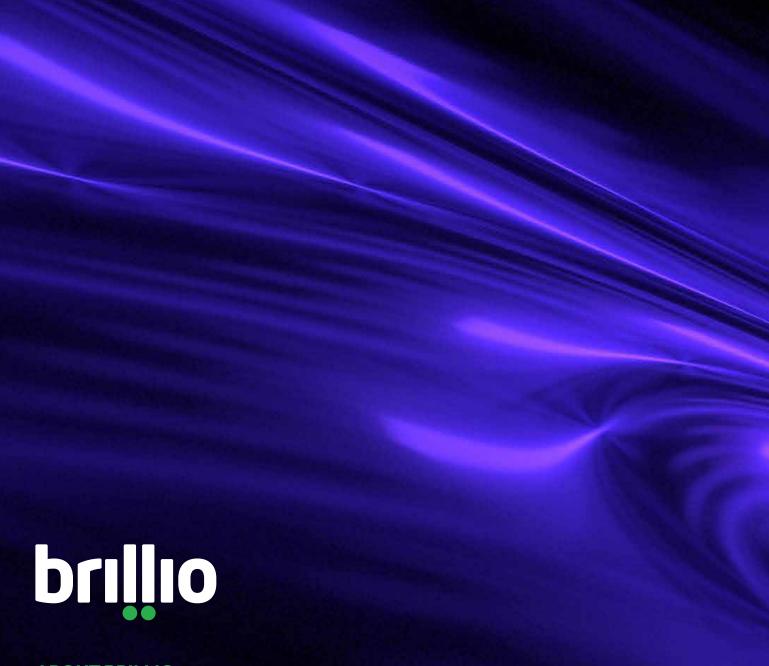
**Integrated Solutions:** To empower users with unified and actionable insights, Brillio integrates Salesforce with multiple systems, reducing operational silos and improving efficiency. By providing consolidated views and enabling access to the right data at the right time, these solutions elevate decision-making and drive productivity.

## Transforming Connections, Driving Success

Brillio helps you unlock the power of personalized experiences, seamless collaboration, and data-driven insights to engage customers, empower employees, and build stronger partnerships.

- **Enhanced customer engagement and collaboration**
- **Improved customer retention**
- **Reduced support costs**
- **Personalized experiences**
- **Data-driven insights**
- **Seamless partner collaboration**
- **Empowered employee engagement**
- **Boost employee productivity**

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## ABOUT BRILLIO

At Brillio, our customers are at the heart of everything we do. We were founded on the philosophy that to be great at something, you need to be unreasonably focused. That's why we are relentless about delivering the technology-enabled solutions our customers need to thrive in today's digital economy. Simply put, we help our customers accelerate what matters to their business by leveraging our expertise in agile engineering to bring human-centric products to market at warp speed. Born in the digital age, we embrace the four superpowers of technology, enabling our customers to not only improve their current performance but to rethink their business in entirely new ways. Headquartered in Silicon Valley, Brillio has exceptional employees worldwide and is trusted by hundreds of Fortune 2000 organizations across the globe.

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