

Scaling the Modern Enterprise with **AI-Powered**



salesforce



Consumers today expect more - **seamless digital experiences**, **intuitive products**, and **personalized services** across every touchpoint.

At TO THE NEW, we solve complex business challenges with agility, innovation, and deep Salesforce expertise. We help modern enterprises go beyond traditional CRM, unlocking new growth opportunities, enhancing customer engagement, and creating lasting business value.

50+

Salesforce projects across Sales, Service, and Industry Clouds

50+

Custom apps built with tailored Salesforce integrations

70+

Global clients served with end-to-end Salesforce solutions

Building a Connected Ecosystem

01

Salesforce Platform

salesforce sales cloud

salesforce data cloud

salesforce service cloud

salesforce pardot

salesforce DevOps

Agentforce

salesforce marketing cloud

02

Sales Toolkit



workbench

dataloader.io

salesforce appexchange

salesforce lightning inspector

03

Integrations



MuleSoft



Google Analytics

HubSpot

Third party APIs

Database Cloud & DevOps



Payment gateways

Industries

Accelerate growth with a full spectrum of Salesforce-powered capabilities



Healthcare



Banking & Financial Services



iGaming



Real Estate



Automobile



Education



Retail

Our Salesforce Expertise

Offering scalable, smart, and secure Salesforce platform services



Strategic Consulting

- Tailored implementation roadmaps aligned to business needs
- Architecture analysis & performance advisory
- Brownfield transformations
- Staff augmentation with certified Salesforce professionals



Customization & Implementation

- Role-based configuration & platform security
- Workflow automation & process streamlining
- Data migration & validation
- Experience Cloud setup & personalization



Ecosystem Integrations

- ERP & Core Systems (SAP, Oracle)
- Finance & Support Tools (QuickBooks, Zendesk)
- Heroku & AppExchange integrations



Migration services

- Legacy-to-Salesforce CRM migration
- Scalable, zero-downtime migrations
- Secure data handling with audit trails



Support & Maintenance

- Proactive monitoring & environment health checks
- Patch management, upgrades, and continuous improvements
- SLA-driven ongoing support



Agentforce

- Workflow automation using Apex & flows
- AI agent integration & prompt engineering
- Salesforce GPT & Agentforce-powered smart operations

Proven Success Stories



Business challenges

- Low email engagement due to non-responsive templates and generic messaging
- Poor lead quality and high bounce rates due to unclean databases



Solution provided

- Revamped all email templates for responsiveness and personalization to drive engagement
- Implemented an automated data hygiene to improve quality and deliverability



Results delivered

- +75% open rates, +40% click-through rates, and 25% increase in conversions
- Sales rejection rate dropped from 50% to 20% with improved lead qualification

Leading American private equity firm

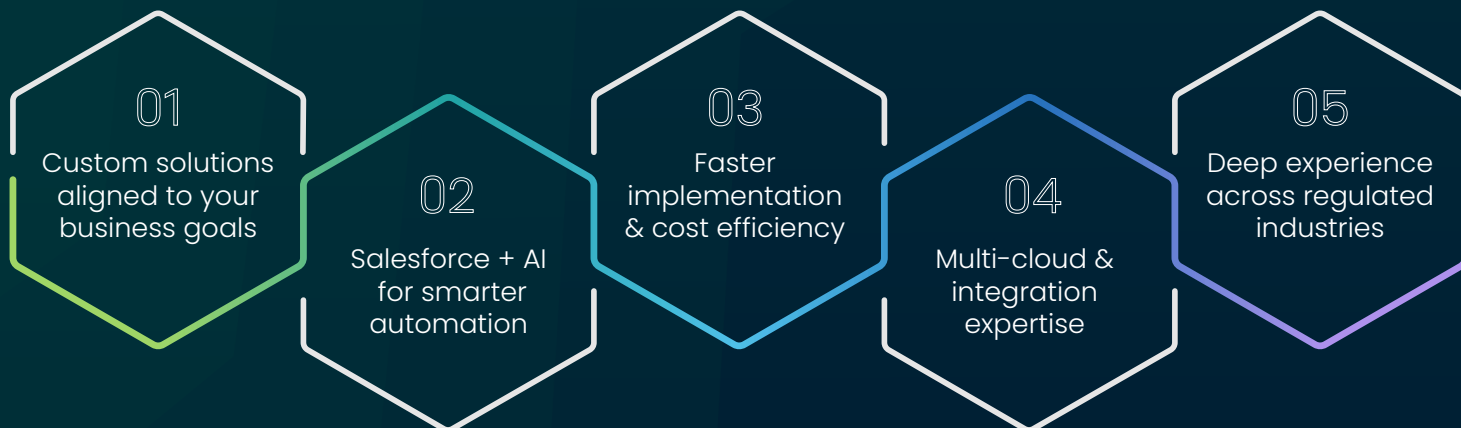
Australia's leading wagering & media organization

- Difficulty managing opt-outs and consent preferences posed a regulatory compliance risk
- Lack of targeted engagement led to revenue loss and inefficiencies

- Implemented Service Cloud for case management, telephony integration, and reporting
- Built Help Center and Self-Exclusion on Experience Cloud for user opt-outs

- Improved compliance and regulatory alignment, minimizing risk of penalties
- Boosted outreach efficiency, driving up to 1% revenue uplift from high-value customers

Why choose us?



About Us

TO THE NEW is a digital technology services company providing innovative product engineering solutions to diverse industries across the globe. We design and build digital platforms with Cloud, Data, and AI as the main pillars.

Global analyst firms like Gartner, Forrester, Everest, ISG, and Zinnov have recognized TO THE NEW for its capabilities across Digital Engineering, Cloud, Media & Entertainment Solutions, Data & AI, and Digital Marketing.



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Founded
in 2008



25+
Client Locations



Offices in India, USA,
Australia, Singapore & UAE