

## Infocareer and Salesforce

### – Genesis of ICForce

Salesforce is easily one of the best known and the best performing company that provides customer relationship management software and applications focused on sales, customer service, marketing automation, analytics, and application development.

In Infocareer, Salesforce has been a very happening part of the TechAgile division, especially with our major client, Intellect Design. Since Infocareer has always believed in the Hire – Train – Deploy model with regards to major technologies like Salesforce and SAP, the in-house Salesforce team was created last year as part of the larger TechAgile division. Along with Karthic, our veteran Java professional, and Chari (Thiruvengkatachari) with about four years of Java experience, two more professionals with a few years' experience were recruited externally. Thus began the careers of Aravindhnan K and Vijay Easwaran with Infocareer in 2022.



L-R: Vijay, Aravindhnan, Chari, Karthic, Mohan



All the four were given intensive training in Salesforce. Our Hyderabad-based trainer Vijay left no stone unturned and ensured that all the four Infocarers were grilled into Salesforce through all the possible tests, mock tests and practice exercises. The team's rigorous training schedule, along with the demands of their daily work, and how they resolutely coped up with all of it, merits a separate story!

The outcome was that all the four successfully cleared their Salesforce PD1 certification last year and have recently acquired their Salesforce Admin certification as well. As we mulled over the next steps of how to meaningfully deploy the newly minted Salesforce Infocarers, Chandra with his leadership acumen, stepped in and after due consultations with the Mentoring division's director, G. Lakshmi Sekar (GLS), mooted the idea of implementing Salesforce in-house by this team for the Mentoring division.



## Nandakumar

It was just right that the successful Mentoring division of Infocareer, with its long history of 15 years should upgrade its modus operandi by graduating to a professional ecosystem of conducting its business. Hence GLS instantly favoured the idea when it was suggested to him that his division be the first to have Salesforce implemented.

"We're definitely ready to take that professional leap," was his enthusiastic declaration.

At around the same time, Infocareer was in discussions with a group of highly experienced hardcore technical professionals who had commenced their own start-up company in Bangalore. One such professional, Nandakumar Sankar with a track record of working in companies like Salesforce itself, along with SAP, Wipro, CTS and Bosch, was brought in as an external consultant to provide the technical direction. I myself opted to be the liaison between Team Infocareer (ICForce to be precise, about which more will be said later in this article), Nandakumar and Salesforce per se.

Nandakumar brought in several professional

practices for this implementation. One of these included the V2MOM – an iterative, transparent, and feedback-driven process. Everyone in the team would get an opportunity to provide input and feedback, in the process creating buy-in, alignment, transparency, and unity across the organization or across a project. V2MOM stands for Vision, Values, Methods, Obstacles, and Measures. Each of us were asked to create our individual V2MOM document, to be used as a reference and as a guide in our respective Salesforce journeys.

The team jumped headlong with gusto into Salesforce and I may add, into the Mentoring division and its operations as well! Leela Manavalan from the Mentoring division on her part, displayed equal enthusiasm and energy in sharing of day-to-day operations, data and general mode of working.

The implementation went live on Mar 01, 2023.

Let's hear from the team members themselves and their future aspirations:

"Coming from a Java background, it was exciting for me to learn a powerful CRM system like Salesforce and get certified as a developer. I got the much-needed hands-on experience of building an in-house Salesforce application from ground level using configuration and coding. Having the base set, I plan to learn and complete further exams - Admin and Sales Cloud."

P. R. Thiruvengkatachari (Chari)

"This project is not only based on individual tasks; we all coordinate and ensure we take

care of all areas including flow, development, configuration and deployment. From all this I am beginning to understand that I am learning about multiple divisions and not just about Mentoring alone.

My future plans include getting certified in Salesforce technology (Admin, Developer PD2) and to deliver multiple projects successfully."

Aravindhnan Kumar

"After my certification I eagerly waited for my first project. In this project I have not only worked as a Salesforce developer, but I have the opportunity to work with every part of the project including gathering of basic requirements from the client to configuration and development. As a team I realized we have been working in utmost cooperation with one another, and it was easy to



communicate with my team anytime. I also in the process improved my skills in both administration and development. Going forward, I would love to hone my skills in Lightning (LWC, Aura), integration and take the Cloud certifications."

Vijay Easwaran



I am extremely thankful to the management for providing such a useful Salesforce application – ICForce for our division. I have been using MS-Excel for updating participant details for the past three years. Multiple sheets need to be maintained for each financial year. While sending bulk emails or WhatsApp messages, occurrence of duplications was routine, causing considerable rework and frustration.

The best part about ICForce is that it provides an automated system sales tracking. I am beginning to realize the effectiveness and power of ICForce through the time saved, effective tracking of sales, assigning the calls and tasks to team members, event creation, funnels, and pipelines. We are eagerly look forward to working on the live application.

Leela Manavalan, Mentoring Division

And finally, thoughts from the Project Manager, techie, and veteran Infocarer – Karthic Chakravarthy:

"It is always a challenge to adapt to changes. Especially for someone like me who has been working for 10+ years on JAVA and



**Leela**

who wants to learn and move to newer technology, it's even harder. With a typical coder mindset, I initially found it difficult in differentiating between the learning of a programming language, and the learning of a technology-based product/platform. But then, after getting closer and closer, I was excited by understanding what Salesforce can actually do. That excitement still drives me and I'm happy that I was the one who initiated the Salesforce certification journey within our organization by achieving my PD1 certification in August last year.

I'm grateful that Infocareer has implemented

Salesforce internally for our Mentoring division which made us to have important hands-on experience on a live Salesforce project. ICForce is the word that we coined to tag all Salesforce practices within Infocareer. Our first work with this tag is ICForce-Mentoring, which is the in-house Salesforce solution for the Mentoring division to accelerate their sales and maximize their customer touch points.

With two new badges on me, Project Manager and Salesforce, the last four months have been a gripping journey in my career with this project implementation. I look forward to my Salesforce journey and the continuous learning and implementation experience."

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As we continued to work with Salesforce, the team started to feel the necessity of being known by a different name. This name needed to convey with emphasis that as part of Infocareer, we were totally committed to our Salesforce association and to



expand our Salesforce footprint in the world of the top CRM's implementation. After several deliberations, the name ICForce found favour with the team and thus began the genesis of Team ICForce.

During our calls with customers and prospects, we also realized the need from the customers' side for integration with their existing ERP. This turned out to be SAP in many cases and hence Infocareer's SAP practice was also brought in

under the ICForce umbrella. Since MuleSoft is now part of Salesforce, the integration software for connecting applications, data and devices was also automatically brought under ICForce.

Team ICForce is poised to play a considerable role in Infocareer's dynamic and transformational journey in the forthcoming FY 2023-24.

Mohan Santhanam  
Practice Head – ICForce

## ICForce @ Salesforce Bangalore

In the second week of March 2023, Karthic Chakravarthy and Mohan Santhanam had the opportunity to visit Salesforce's main office at Embassy Golf Links, in Bangalore and spend a couple of days with the Salesforce team there, comprising Shreedevi, Nidhriti, Sheethal and Mahalakshmi. This meeting was enabled by our external Salesforce consultant Nandakumar Sankar.

Team ICForce was introduced to the Salesforce

Start-Up program and immediate discussions with a prospect was underway. This has now reached a proposal stage and ICForce looks forward to diving in into the project.

The second day, our CEO Chandra arrived from Chennai, and gave a brief presentation to the Salesforce team, our plans for the CRM and Infocareer's aspirations. Chandra's passion for Infocareer and objectives for Salesforce, especially his vision for the company to be known as a Salesforce CoE, resulted in him being invited to be a panelist in the Salesforce event "Connect & Grow" that was conducted that same week in Chennai!



# The Pitch Room

– Redington|Microsoft Partners Meet

On 10th March 2023, Infocareer was given an opportunity to present a cloud-based digital solution at the Redington-Microsoft Partners meet at Ramada Plaza, Guindy, Chennai. A twenty-minute slot well utilized by Krishna to present about Infocareer's Services and Products, followed by an insight on ICLeaF™. Karthic connected to the cloud to give a crisp demo of our Product in a nut-shell, doing justice to the limited time offered to us. The participants present were made aware of INFOCAREER, as brand, providing IT solutions to the industry. A couple of questions were asked by the participants about ICLeaF™ that were answered and hopefully will open doors for Infocareer.

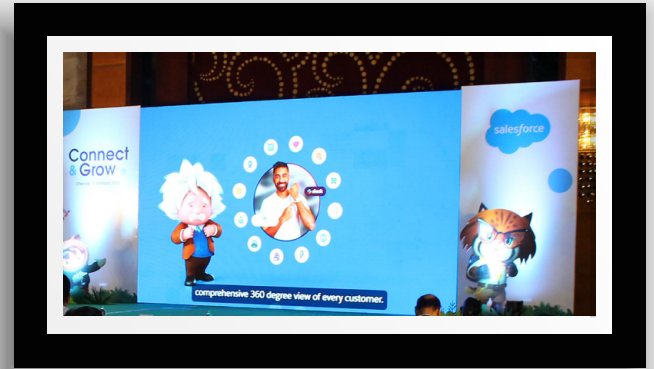
*The Pitch room*



# Connect & Grow

– Salesforce Event, Chennai

Infocareer was invited to an evening event titled Connect & Grow, which was conducted by Salesforce at The Hilton, Guindy, Chennai. The Salesforce team gave updates on the product and the future plans along with an interesting interactive demo of the CRM using the journey of a typical buyer persona based out of a fictional company in Chennai.



The highlight of the event was a panel discussion on Digitization and Digital Transformation. There were three panellists, one of which was our MD Chandra himself. The second panellist was from an NGO Bhoomi and the third was from a medical device manufacturing company, who had single-handedly implemented Salesforce in his organization. While interesting

insights were presented by the second and the third panellist, Chandra, when it was his to speak, clearly stole the show going by beginning his speech with an emphatic proclamation, "Vanakkam Chennai!" The thunderous applause that ensued established without doubt his instantaneous connect with the audience.

Chandra explained what digitization and digital transformation means to him and to Infocareer and the role of Salesforce in that ecosystem. When he was asked by the moderator as to what he envisions five or seven years down the line, Chandra's reply was a prompt, "Five or seven years is way too long a time in our current scenario!" and proceeded to explain how time has shrunk with technology and how we all need to think fast, prepare and adapt faster.



Together We Can Build a Stronger Team

A moment to be cherished & remember forever. Our Infocareer team experienced turf cricket for the first time. Had a good time playing cricket and enjoyed with fun & the best memories. Hope we regularize every month. We thank Karthic & Samuel for organizing this event



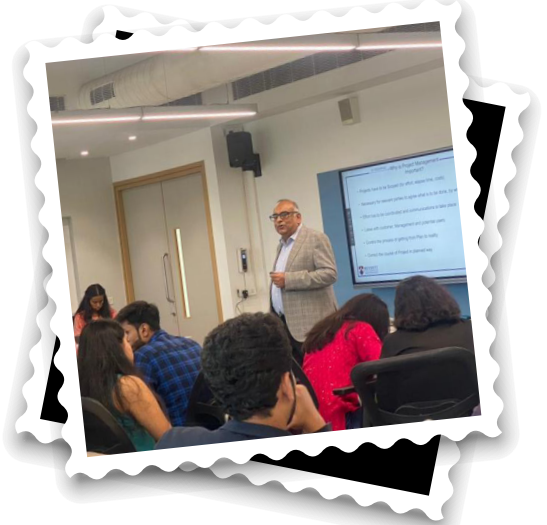
# Mentoring Division



**BENNETT**  
UNIVERSITY  
TIMES OF INDIA GROUP

## Orientation at Bennett University

On 23rd March'23 we conducted a seminar at Bennett University for MBA participants, Presenter Mr. Yogen Chawla. During the seminar, shared valuable insights and discussed current Global trends and challenges. MBA 40 participants had the opportunity to interact with Mr. Yogen Chawla and gain valuable guidance for their professional development. We received excellent feedback from attendees and are excited to promote future events that provide similar value to their students.





# Our Proud PMP's

We're thrilled to announce that 13 of our members have successfully cleared the Project Management Professional (PMP) certification & 1 from Disciplined Agile Scrum Master Certification! These dedicated professionals have put in a tremendous amount of hard work and effort to achieve this significant milestone in their careers. We congratulate them on this accomplishment and wish them continued success in their future endeavours.



**PRAVEEN RAJ**

Cleared PMP® Exam  
First attempt on 03rd Mar 2023



**PRIYADHARSHINI R V**

Cleared PMP® Exam  
First attempt on 22nd Feb 2023



**PRAVEEN KUMAR E**

Cleared PMP® Exam  
First attempt on 06th Mar 2023



**GOVINDARAMAN GANESAN**

Cleared PMP® Exam  
First attempt on 20th Mar 2023



**SWETHA N**

Cleared PMP® Exam  
First attempt on 27th Feb 2023



I wanted to take a moment to express my gratitude to all and our Infocareer family for their generous donation of blood. It is heart-warming to hear that our team stepped up during an emergency to help those in need.

Team willingness to donate blood demonstrates the kind of selflessness and community spirit that is so important in times of crisis. Your actions have undoubtedly made a positive impact on the lives of those who received the blood transfusions.

Please extend my heartfelt thanks to everyone who participated in the blood donation request. Your efforts have not gone unnoticed, and they are deeply appreciated.

By G L Sekhar



## Annotator Hariharan, bags an Award!



Hari participated in a Team event at Intellect Design Arena, RRR contest at Intellect Design Arena, Siruseri, Chennai and won the second prize with three other Intellect associates, on 23rd March 2023.

While communicating with Hari, he told me, "I joined hands with 3 of intellect Employees. Design thinking, art design was done by me. The model was completed in 3 hours."

So, I asked him, what did your team do? He replied saying, that 17 Teams participated in the 10th Anniversary of 8012 Design Centre in Intellect, Siruseri, Chennai location. Intellect had provided them 10 scrap materials such as cardboard, sketch pens, paint brushes, ice-cream sticks, CD's etc. Using those materials, the team created a product in an innovative way called "8012 iDrink".

Hari shared some of the features, as follows:

Name : DFS Innovators

Product Name: 8012 iDrink

Description: Multi Juice Dispenser



Features:

We have many variety of juices in the container and the user can choose which one to enjoy.

They can swipe their ID card to enjoy the juice, by doing so data is being collected to train our model for machine learning (ML), providing us the consumption of juice, based on the variety, chosen by the user. This gives us an idea as to what juices to fill based on the consumption, avoid wastage of the juice.

There is an auto-sensor to detect the glass tumbler/cup. If the user does not keep the glass tumbler/cup below the dispensing spout, the machine shows the warning and sounds an alarm, prompting the user to place the cup/glass tumbler.

Rumour has it that the Team won a CASH prize, let's chase Hari and learn more.

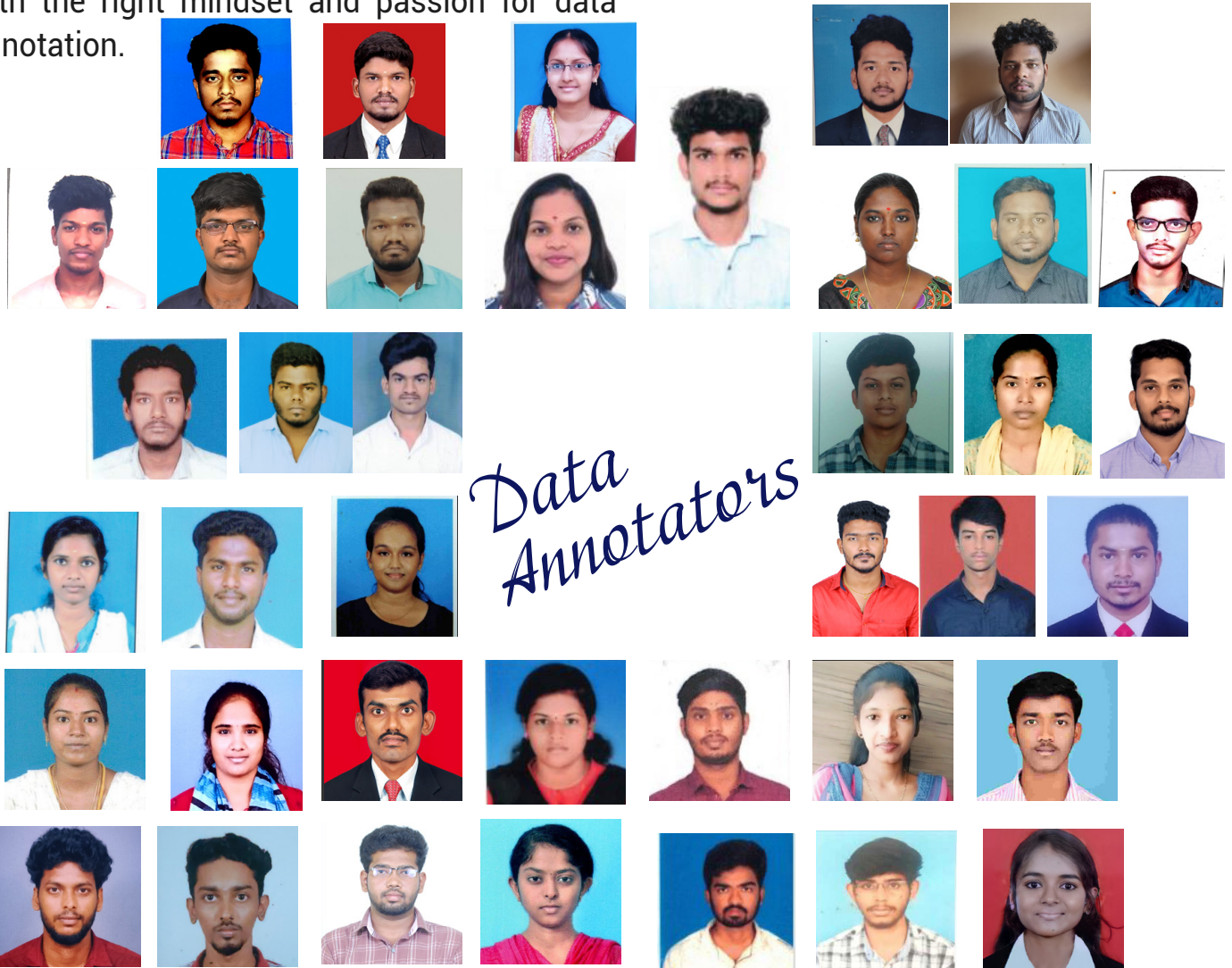


# Welcome to our Team

Data Annotators - adding value and strength to Infocareer

It was a humble beginning in September 2021, when our customer, Intellect Design Arena, asked for resources to perform Data Annotation on-site at Siruseri, Chennai. Post, knowledge transfer through a demo by our customer to our team leads, we swung into action to put down a process, for selection of personnel with the right acumen to perform the task. Till date, that process has been adhered to, as it has resulted in deploying a fine crop of individuals with the right mindset and passion for data annotation.

Our Annotation team of sixteen employees, were the first to set the ball rolling, to perform the data annotation tasks given, with the required accuracy and delivery. Ten months rolled by, when the customer informed our Management that almost all of them will be moved into Operations and Testing on-site, with a condition that Infocareer will bring in a fresh sent of personnel to be trained and deployed for data annotation. The team strength grew from 16 to 41 by September 2022, doubling our team strength on-site in a year's time.



The passion and performance of the annotators built greater confidence in the people who associated with our team on-site. Around mid-December, closer to the holiday season, came the call for a further requirement, growing our team size from 41 to 79 Annotators, as of early January 2023.

Wow!! From 16 to 79 annotators in less than 17 months, speaks well of this team, that has continuously improved their performance and delivered the right quality of work, meeting customer expectations. Congratulations Annotators!! YOU GUYS, ROCK!!! You are all Dynamic and Transformational.

# Welcome

## to Our New Infocarers



**Daniel Sathish D**  
Campaign Manager



**Arul Kumar V**  
Chief Technical Officer



**Ram Prasad B**  
US Pension Analyst



**Harish Parthasarathy**  
Business Development executive



# Mentoring Training Calendar April 2023

## PMP Training

Online

**Weekend Morning  
(Sat&Sun)**



08.30 AM - 12.30 PM IST  
01st Apr'23 - 30th Apr'23

In-Person Session

**WeekEnd  
(Sun)**



09.00 AM - 06.00 PM IST  
01th Apr'23 - 30th Apr'23

Online

**WeekEnd Evening  
(Sat&Sun)**



04.30 PM - 08.30 PM IST  
08th Apr'23 - 07th May'23

In-Person Session

**WeekEnd  
(Sat)**



09.00 AM - 06.00 PM IST  
15th Apr'23 - 13th May'23

Online

**Weekend Morning  
(Sat & Sun)**



08.30 AM - 12.30 PM IST  
15th Apr'23 - 14th May'23

Online

**WeekEnd Evening  
(Sat & Sun)**



08.30 AM - 12.30 PM IST  
22nd Apr'23 - 21st May'23

Online

**WeekEnd Morning  
(Sat & Sun)**



08.30 AM - 12.30 PM IST  
29th Apr'23 - 28th May'23

### PFMP TRAINING

Online

**Weekend Full day  
(Sat&Sun)**



09.30 AM - 06.00 PM IST  
7th, 8th, 15th APR'23

### RMP TRAINING

Online

**WeekEnd Evening  
(Sat&Sun)**



04.30 PM - 08.30 PM IST  
08th Apr'23 to 16th Apr'23

### ACP Training

Online

**WeekEnd Morning  
(Sat&Sun)**



08.30 AM to 12.30 PM IST  
15th Apr'23 - 30th Apr'23

### DASM Training

Online

**WeekEnd Morning  
(Sat&Sun)**



08.30 AM to 12.30 PM IST  
01st Apr'23 - 16th Apr'23

### MSP TRAINING

Online

**WeekEnd Evening  
(Sat&Sun)**



04.30 PM - 08.30 PM IST  
22nd Apr'23 & 23rd Apr'23

### PGMP Training

Online

**WeekEnd Evening  
(Sat&Sun)**



02.30 PM to 05.30 PM IST  
01st Apr'23 - 16th Apr'23

### PBA Training

Online

**WeekEnd Evening  
(Sat&Sun)**



08.30 AM to 12.30 PM IST  
22nd Apr'23 - 14th Apr'23



SPL Sri Ram NIVAS, 3rd Floor, No.38, Venkata Krishna Road, Mandaveli, Chennai, India – 600028.

Bulletin Team

Infocarer (for Private Circulation Only)

Chandrasekaran A  
Advisor

Krishna Routhu  
Editor

Jobdaniel  
Editorial

Rajesh  
Content support

Manoj & Santhosh  
Creatives