



# Salesforce Single Org Architecture

This diagram details the architecture of a single Salesforce instance deployed centrally with business apps configured locally by each business unit.



















#### **Business Units**

Marketing

**B2C Sales** 

**B2B Sales** 

**Customer Service** 

**Channel Management** 



#### **Salesforce**

Global NTO customer data Standardized NTO processes

Single sign on

NTO shared apps

Business Unit custom apps



## Experience

Templates

Themes & Branding

CMS

Personalization



### Sales

Contacts

Leads & Opportunities

Activities

Pipeline & Forecasts



### Service

Agent Workspace

Cases

Knowledge

Telephony, Omni-Channel



### **Customer Data Platform**

**Unified Profile** 

Segmentation

Channel Data

### Platform Services





















# Digital-First Operating Model

Development







This diagram details how a Unification operating model is guided by a Center of Excellence acting as the bridge between business and IT.

### **Executive Steering Committee**

Budgets and approvals

#### **Center of Excellence**

Functional Leadership

Business outcomes

Change management

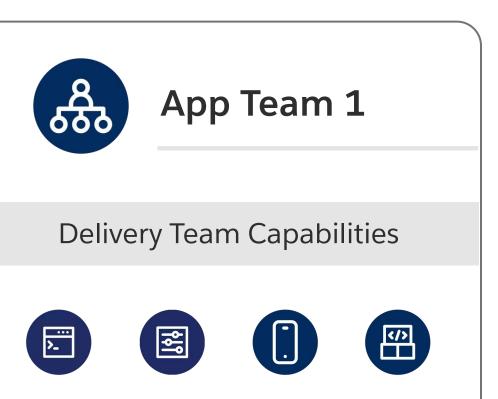
Training & development

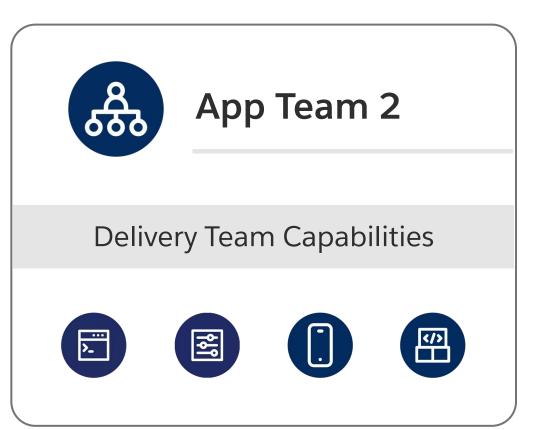
Technical Leadership

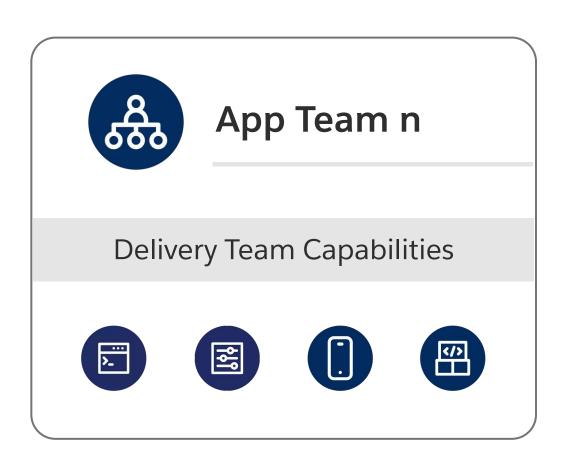
Architectural review

Release management

Data stewardship







## Information Technology (IT)



**Data Governance** 



Security



Service Delivery



**Authentication** 



# **Business Capability Map**

This diagram details business capabilities that are part of NTO's long term transformational vision along with high level product positioning





















4 Analytics





#### **Business Drivers**

Act with data and analytics

Drive awareness and acquisition

Meet shoppers where they are

**Grow customers into** fans

Reimagine the role of the store and associate



### Awareness & Acquisition

Marketing Strategy

Acquisition

Segmentation

Activation

Audience Management

Journey Management



### Personalization & Experience

Offer Management

1:1 Personalized

Communications

Digital Experience

**Content Management** 

Loyalty Management



## Payments & Order Management

**Digital Commerce** 

Order Lifecycle

Management

**Order Orchestration** 

Order Fulfillment

Returns & Exchanges



## Customer Service

Any Channel Service

Voice of the Customer

Surveys

**Appointments** 

Consultations

Field Service

## Merchandising & **Supply Chain**

Merchandise Mgmt Pricing & Promotion **Inventory Management** Supply Chain Mgmt



### **Salesforce Customer 360**

































# System Landscape

This diagram shows what systems will support the capabilities in the capability map and describes how systems will be integrated.



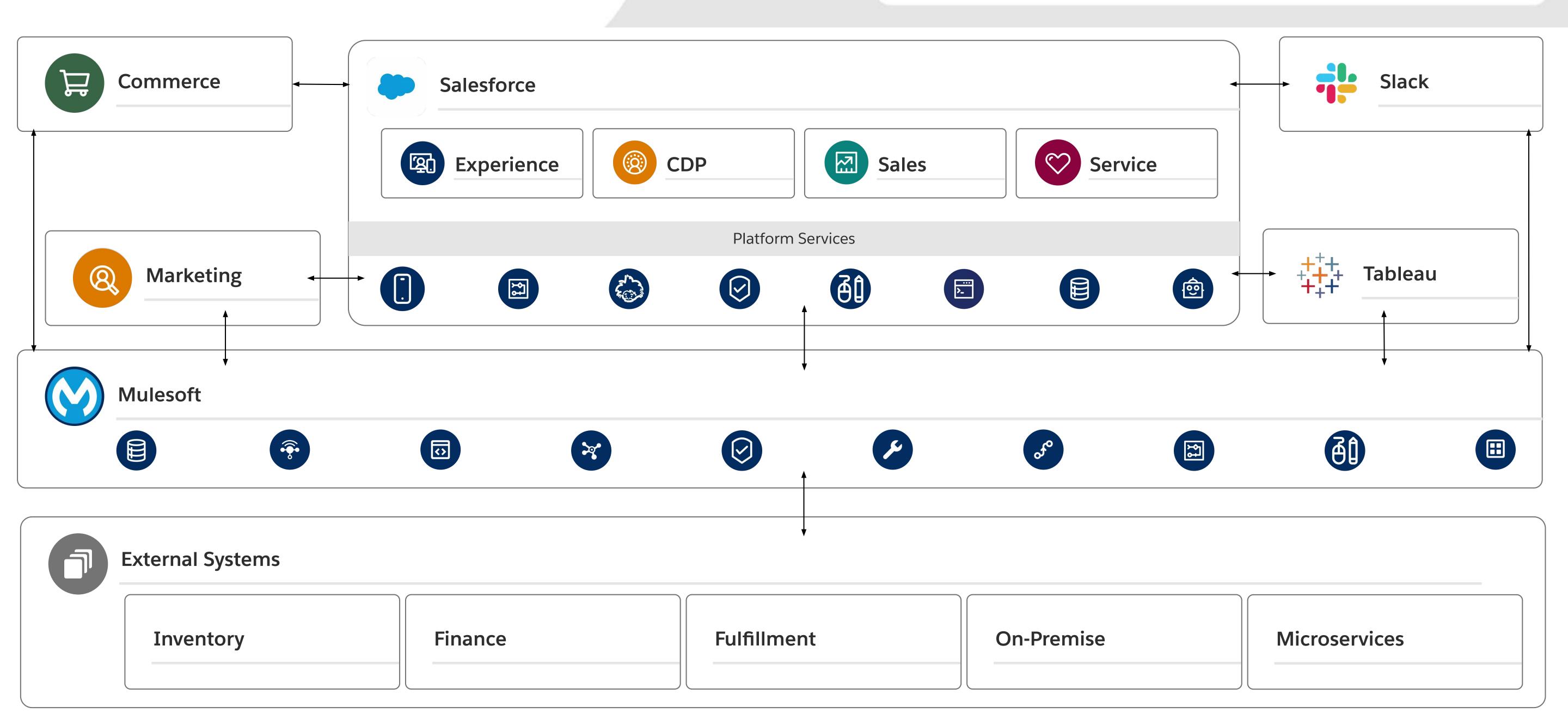










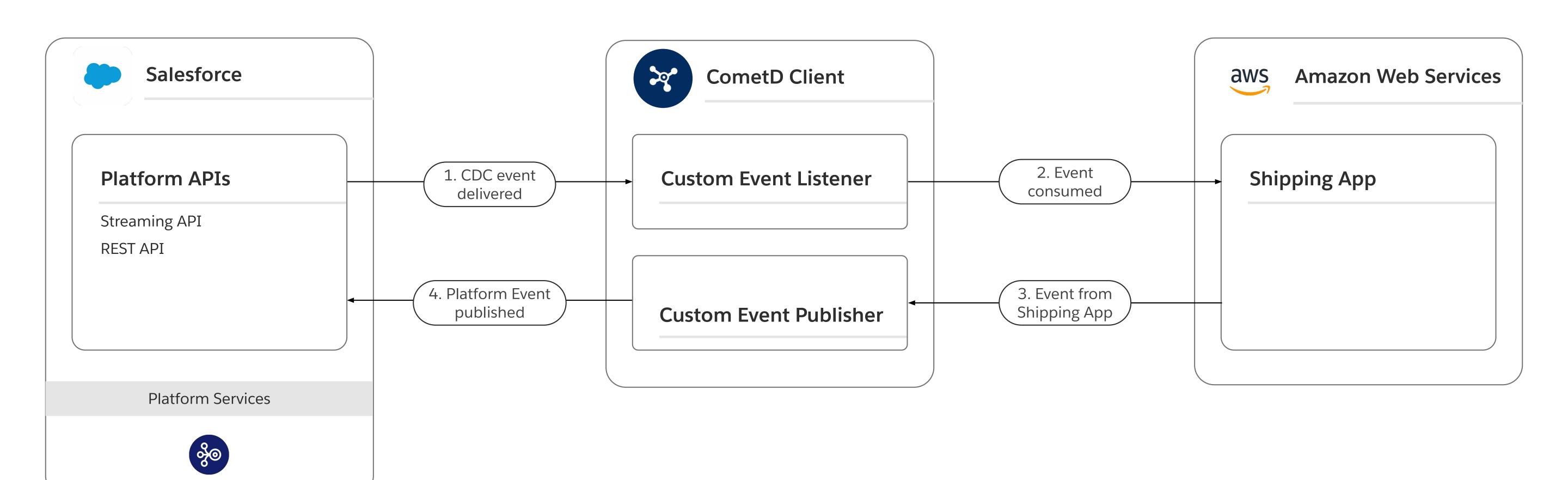




## **Bi-Directional Event Communication**

This diagram shows a bi-directional event stream between Salesforce and an external service running on AWS. This flow does not utilize new Pub/Sub API and AWS connections, and reflects the reality of older implementations.





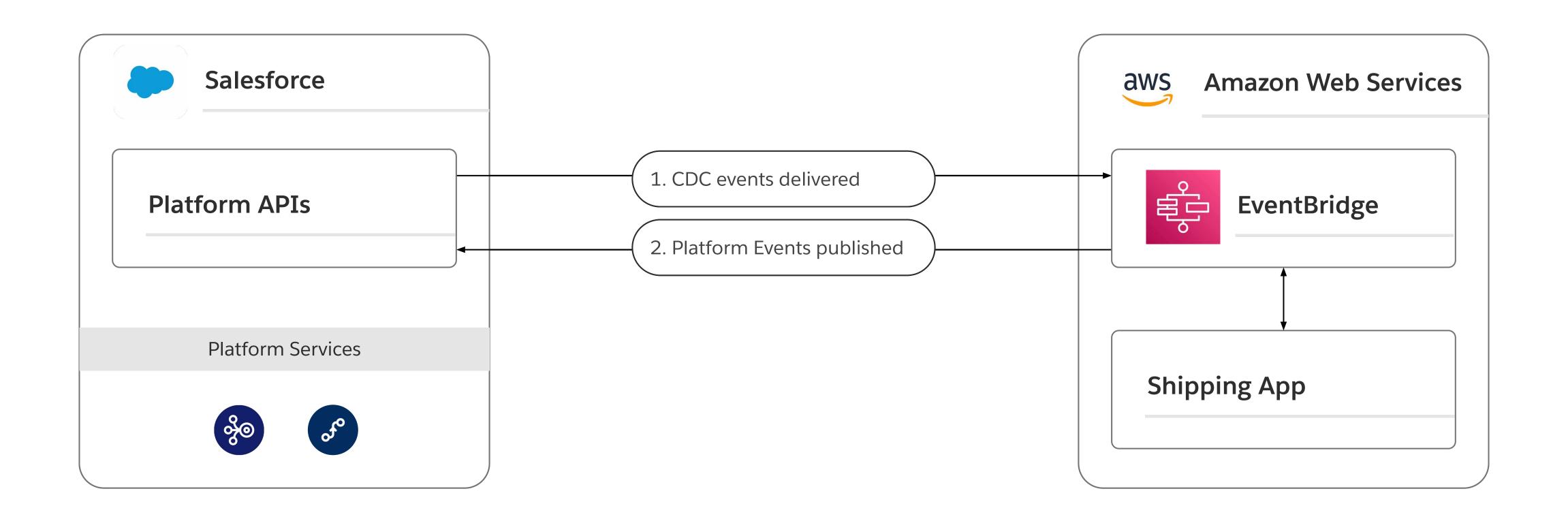


## Bi-Directional Events with Salesforce & AWS

This diagram shows a bi-directional event stream between Salesforce and an external service running on AWS. This flow shows an implementation using the Salesforce's new event relays and AWS triggered event functionality.









### VIP Customer Personalization Flow

This details the customer experience personalization provided by Marketing Cloud and driven by the Customer Data Platform. Mulesoft orchestrates integrations to back-end systems, Slack connects everyone on the team, and Marketing Cloud closes the loop with a VIP customer journey.

























