

FASTFORWARD™ FOR SALESFORCE

Salesforce accelerated for the mid-size enterprise



What is FastForward™?

Deloitte Digital's **FastForward™ for Salesforce** is the fastest path to **Agentforce Life Sciences (AFLS)** by Salesforce.

Mid-size enterprises in the Life Sciences space must be able to **confidently lock in their long-term customer engagement technology strategy**, even under the immediate pressure of the Veeva sunset deadline and the heavy demands of day-to-day operations.

Delivering world-class CRM capabilities in a pre-configured format optimized for your industry and scale, FastForward™ enables teams to **go live as quickly as next quarter**—with new innovation capabilities deployed three times per year, predictable, transparent costs, and a commitment to managed services that keeps you aligned with the AFLS roadmap.

01 YOUR HEAD START—UP TO 90% COMPLETE

FastForward™ is an AFLS Salesforce Accelerator, pre-configured to deliver up to 90% of what organizations require—**on day one of implementation**.

Pre-built, pharma-specific QuickStarts include:

- ▶ HCP & HCO account management
- ▶ Territory alignment
- ▶ Cycle planning
- ▶ Sample management
- ▶ Compliance controls
- ▶ Multi-persona field teams for Sales Representatives, Key Account Managers, Field Reimbursement Managers, and Medical Science Liaisons out-of-the-box

Companies in active or pre-launch commercial mode can also take advantage of **Agentforce AI capabilities** including:

- ▶ Pre-call planning
- ▶ Post-call summarization,
- ▶ Next-best-action is pre-integrated and ready at go-live, not retrofitted as a separate project

02 10% LEFT—YOUR NEEDS, DIALED IN

Deloitte Digital's domain experts collaborate with your organization to tailor the remaining 10% of the solution to your needs.

03 ONGOING MANAGED SUPPORT

After go-live, Deloitte Digital can manage ongoing transformation needs within your organization, and transition operations back to your team when ready—helping to ensure your **investment remains future-ready** as your business evolves

ACCESSIBLE ACCELERATION

A major CRM upgrade might be expected to be complex, costly, and an ongoing strain on internal resources—but it **doesn't have to be**.

Deloitte Digital's solution is specifically designed to help organizations transition to AFLS by addressing these pain points with key benefits:

REDUCED COMPLEXITY & IMPLEMENTATION BURDEN

As a pre-configured solution, FastForward™ is easier and more economical to implement, operate, and evolve over time. With required customizations typically comprising 10-20% of the solution, **significant technical debt can be avoided**.

PREDICTABLE MONTHLY INVESTMENT

FastForward™ represents a **40% cost reduction*** relative to traditional implementation approaches, freeing up capital for commercial execution rather than technology construction. Deloitte Digital's managed services approach allows for a predictable monthly investment **designed to scale with your organization**.

ACCELERATED TIME-TO-VALUE

Deloitte Digital eliminates the lengthy 'blank canvas'-style build phase with a Salesforce AFLS solution that comes pre-built with HCP engagement workflows, territory management, compliance controls and more, all on day one. This translates to hitting go-live in **as little as 4-6 months****, rather than the typical 18-24 month custom enterprise build cycle, meaning teams get a fully operational CRM at the moment they need it most.

A SUSTAINABLE APPROACH

This solution is engineered to help you avoid a 'one-time implementation event', and **gain access to a continuously improving platform** which:

- ✓ Automatically 'absorbs' Salesforce's annual releases
- ✓ Introduces **new Agentforce AI capabilities** without additional projects
- ✓ Keeps the system aligned to the business as commercial models mature
- ✓ Can be managed **without a large internal team** to sustain it

*based on active Deloitte Digital client engagements

**based on years of experience with CRMs and active FastForward™ engagements



Build from experience, trust and results

FastForward™ offers a **highly predictable, expedited path** to reach your commercial CRM goals rapidly. With Deloitte Digital as your experienced guide, your organization can seamlessly adopt powerful AFLS capabilities while avoiding the friction and cost of traditional, long-term technology projects.

FASTFORWARD™ BENEFITS AND FEATURES



Lower and more predictable costs compared to traditional implementations



Increased speed-to-value



De-risked solution & compliance acceptance



AI productivity and activation **without a full AI program**



Sustainable operations **without a large internal team**



Scalability as the business grows

A TRACK RECORD OF SUCCESS WITH MID-SIZE ENTERPRISES

2X

FastForward™ can enable a
2x faster time to go-live*

*Clients leveraging Deloitte Digital's comparable solutions in Patient Services and Medical Information—as well as those in active commercial engagements with Deloitte Digital—**achieved a 2x faster time to go-live**, required significantly less internal involvement to launch and enjoyed seamless post-launch operations to maintain platform relevance in the market.

Experience FastForward™

THE TEAM IS READY



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