

Future-Proofing Digital Transformation

5 Questions to Ask Cloud Service Providers



Driving Success With the Right Provider

From the Modernizing Government Technology (MGT) Act to the Pentagon's [Joint Enterprise Defense Infrastructure](#) contract, government is focused now more than ever on modernizing IT and implementing cloud solutions at the federal level. But as government moves through this digital transformation, there will be a growing need for industry partners to help them, not only implement cloud solutions, but also provide superior customer engagement and service.

In an effort to capitalize on this opportunity and expand business, many government contractors have started evaluating cloud solutions for their own organizations in order to better serve the public sector market. The benefits of cloud adoption are well documented – no more managing hardware and software, more efficient business operations, agile application development, reduced IT costs – but choosing a cloud

service provider (CSP) can prove difficult. With a growing number of solutions to choose from, contractors don't always know what they should be looking for in a CSP or often commit to a provider that doesn't serve their needs – which can be a costly error.

Choosing a platform that continuously improves how customers and system users connect and relate significantly impacts mission outcomes and business growth. It doesn't have to be complicated. Salesforce's "Customer Success Platform" aligns business, IT, and program teams through offering the easiest ways to serve up the information, processes, and requirements for people to exceed in their missions. At every stage of digital transformation, from simple process automation to leveraging AI to improve service, operations, and communications, Salesforce can help.

Five Questions To Ask Cloud Service Providers

As business leaders explore cloud solutions to improve operations and drive growth within the government market, here are the questions they should be asking on their search:



1. What Are The Out-Of-The-Box Capabilities?

Pain Point

Many cloud service providers (CSPs) offer out-of-the-box capabilities, such as pre-built apps and analytics tools.

But it's important to understand how these functions align with your business needs, as well as how quickly and easily they may be used.

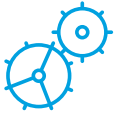
Tip:

Make sure CSPs fully explain how core capabilities support user needs, as well as what it takes to scale.

Salesforce's drag-and-drop simplicity helps customers automate common business functions, like contract management, procurement, customer service, and talent management. Pre-built modules and solutions speed time to market without the need to worry about infrastructure and maintenance. Salesforce offers training and guided setup to make learning easy.

The platform should:

- Offer simple, ready-made solutions that are easy to implement and manage
- Stay true to an organization's brand presence and customer experience
- Support user readiness with training, guidance, and peer learning



2. How Easy Is It To Automate Process?

Pain Point

The need to become more efficient by streamlining process is great. Program and business teams often lean on IT to roll out meaningful apps fast. But technology constraints often hold organizations back from being able to quickly mobilize data and business functions.

Tip:

Look for a CSP that offers a range of development environments - from no-code and low-code to pro-code.

The trick is to find a platform that empowers everyone to shape apps that impact mission. Salesforce helps users build apps fast for both non-technical users, as well a proficient developers who need modern languages, tools, and processes. Salesforce provides one of the most flexible platforms that fit each organization's evolving needs.

The platform should:

- Help anyone build apps - with clicks and code
- Enable faster time to market, in days/weeks, not months
- Make scaling effortless



3. How Does The Platform Integrate Disparate Systems?

Pain Point

As organizations confront increasing IT complexity with managing legacy systems while trying to modernize at the same time, they struggle to integrate siloed systems, cut burgeoning maintenance costs, and provide seamless, connected customer experiences.

Tip:

Find a CSP that helps you connect to any application, data source, and/or device - both on-premise and in the cloud.

Salesforce has the app-development platform for the customer era. It connects all data, networks, and identities across the entire organization so you engage customers they way they expect. Instead spending months maintaining and knitting silos together, organizations get deep, rich data context that help users impact mission outcomes.

The platform should:

- Connect information across the enterprise, including public and private clouds, as well as legacy systems
- Create a seamless, personalized customer experience that spans across different business systems
- Share apps and data with users inside and outside the organization



4. How Does the Platform Enable Meaningful Innovation?

Pain Point

Technology evolves so quickly that organizations must be able to continuously adapt and innovate. As technologies emerge, like artificial intelligence and Internet of Things, organizations face a learning curve. They need to understand the technologies and how to best implement them with minimal disruption.

Tip:

Choose a CSP that continuously invests in innovation, as well as ease of implementation for emerging technologies.

Salesforce delivers three complimentary, seamless, and automatic major release upgrades per year with no impact to workflow, integrations, reporting, or customizations. Emerging technologies are carefully vetted and tested before they are used to enhance services.

The platform should:

- Reflect trends that make the most client impact
- Deliver innovation with minimal or no disruption and cost
- Ensure all patrons receive the benefits of innovation



5. How Does The Platform Deliver Superior Security?

Pain Point

In today's digital environment, security is of the utmost importance. Platforms need to be built around a robust and flexible security architecture that can be trusted by the most heavily-regulated industries.

Tip:

Seek a multitenancy to finetune security control.

Salesforce's unique multitenant architecture provides you with security control over everything from user and client authentication, to administrative permissions, to the data access and sharing model.

As more sensitive data moves to the cloud, security and compliance requirements are becoming more complex. Salesforce actively works with clients to shape its security roadmap, in order to help clients meet mission goals.

The platform should:

- Protect your organization's data from all other customer organizations
- Secure access to logic, data, and metadata
- Display real-time information on system performance and security