

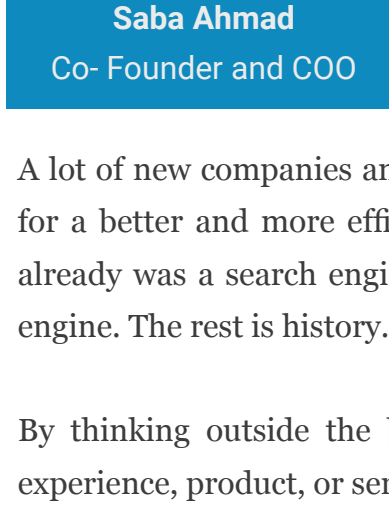
Info Buzz

REACHOUT RELAX ENJOY

Leaderspeak

Positive Effects of Thinking Outside the Box

Everyone has heard that it's a good thing to think outside the box. But what exactly does that mean?



Saba Ahmad
Co-Founder and COO

Why is thinking outside the box a good idea?

Thinking outside the box simply means that you're willing to consider a different approach to your problem solving for reaching your end goal.

Thinking differently can have a powerful and positive effect not only for us as a company but for each and every one of us in our careers.

If everyone just accepted things the way they are, or were supposed to work, there would be no innovation in this world.

A lot of new companies and products have been built on improving on what we already have and then striving for a better and more efficient way of accomplishing the same. For example when Google was created, there already was a search engine that the world was using and did not know why they would need another search engine. The rest is history.

By thinking outside the box and questioning, you'll constantly be considering how you could improve an experience, product, or service. That is the topic I want to talk about today.

In our context when you are thinking outside the box you are solving the problem by not limiting yourself with the mentality that this is not possible in Salesforce or this is the way Salesforce says it should be done. Rather you are looking at the problem with a mindset of finding creative ways to overcome the limits that Salesforce has put and finding workarounds.

Infact, there should be no box, there is a problem that the business needs to solve for and there are certain constraints in solving the problem. Look at each of these constraints and see how they apply, how you can work around them. Don't make assumptions, if you assume certain things to be true then you will not be able to go past them. Communicate, research, and collaborate, these will help in finding ways to solve the problem.

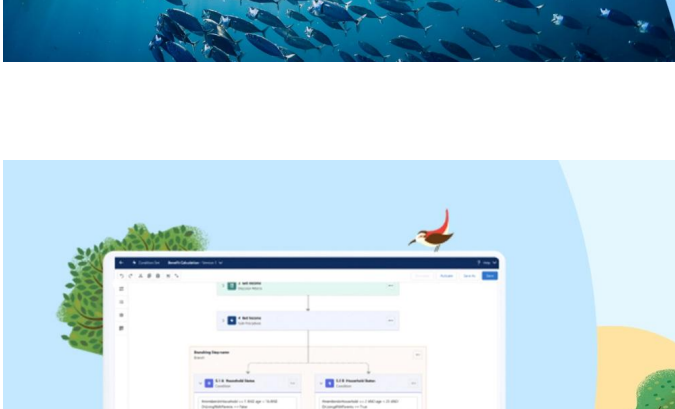
Research and read all the documentation available, ask questions within the team and also outside your team. Collaborate with others and get a second set of eyes on your problem. Finally go back to the problem and put yourselves in the shoes of end users and understand what they are looking for.

One example that I can share about such outside the box thinking has been the work we are doing on Field Service Lightning, our team was challenged quite a few times by the limits that FSL being a managed pack has put on us in delivering what the customer is looking for. Our team worked tirelessly at always finding workaround solutions so much so that there have been changes made in salesforce documentation based on our feedback as well as patches pushed especially focused on what our team and salesforce worked together in solving the customer issues.

Moral of the story, when you allow yourself to look at all the possible ways you can solve a particular problem, you may in fact end up coming up with more creative ways to solve problems. When you're open to looking at possibilities, the possibilities are endless! Even to the point where Infoglen can help Salesforce make their products more robust!

This article is republished for its circulation in the larger audience. It was last published in Infobuzz Volume 1 Issue 11.

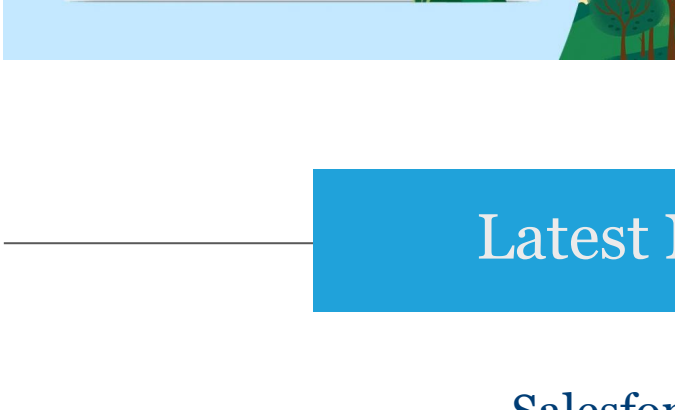
Salesforce News Feed



Salesforce powering the future of learning

Salesforce has expanded offerings to help higher education institutions provide digital-first, flexible learning options; real-time and asynchronous collaboration; and personalized experiences for students, faculty, and staff with customer 360.

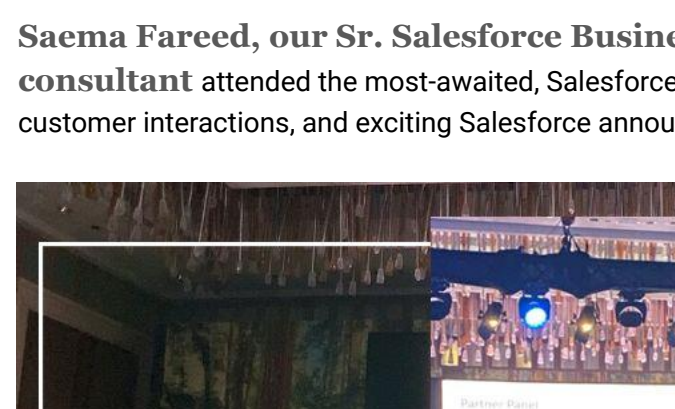
[Read more](#)



Sustainable ocean-based carbon markets

Salesforce has announced a global collaborative effort aimed at driving consistent standards around high-quality blue carbon projects and credits. The initiative will be co-led by Salesforce and leading environmental organizations.

[Read more](#)



New no-code tool to automate government program delivery

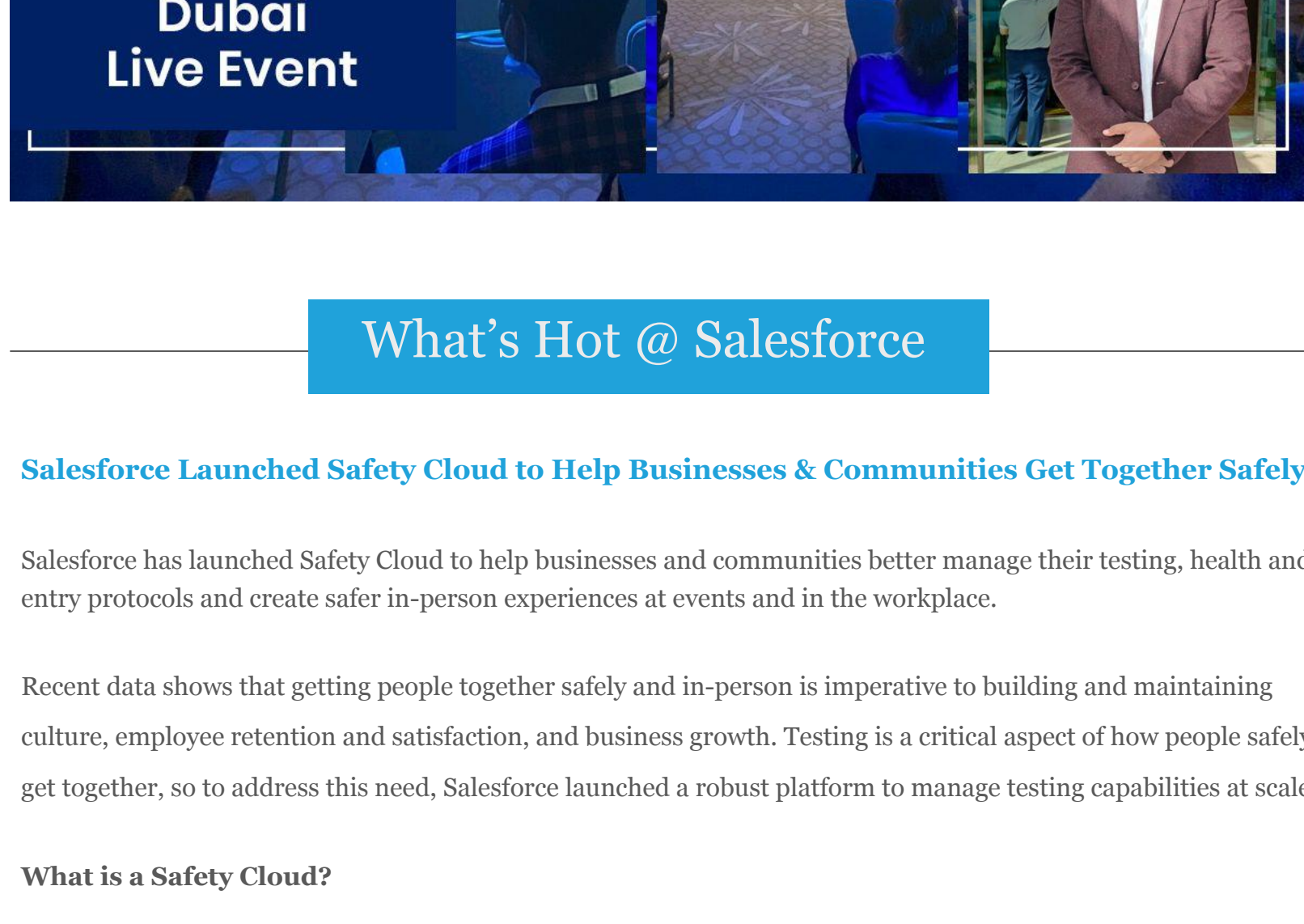
At World Tour Washington, D.C., Salesforce announced general availability of Business Rules Engine, a no-code rules automation tool that enables public servants to build, test, and automate complex policy-based rules with just a few clicks.

[Read more](#)

Latest News @ Infoglen

Salesforce Dubai Live Event 2022

Saema Fareed, our Sr. Salesforce Business Analyst and Yasar Ali Hashmi, Sr. Salesforce consultant attended the most-awaited, Salesforce Live Dubai on Tuesday, March 29th, and had a day full of amazing sessions, customer interactions, and exciting Salesforce announcements. Here's a glimpse of the Event...



What's Hot @ Salesforce

Salesforce Launched Safety Cloud to Help Businesses & Communities Get Together Safely!

Salesforce has launched Safety Cloud to help businesses and communities better manage their testing, health and entry protocols and create safer in-person experiences at events and in the workplace.

Recent data shows that getting people together safely and in-person is imperative to building and maintaining culture, employee retention and satisfaction, and business growth. Testing is a critical aspect of how people safely get together, so to address this need, Salesforce launched a robust platform to manage testing capabilities at scale.

What is a Safety Cloud?

Salesforce Safety cloud is the recently launched platform from Salesforce that is specially built to ensure the health safety of customers and workers at offices. The platform makes it possible to easily manage the real-time records of workers' health data, including Covid-test results vaccination records, as well as ensuring the safety guidelines at the premises. This makes it possible to ensure a safe working environment for the employees at a large scale.

How Will Safety Cloud Help Customers?

The newly launched Salesforce Safety Cloud will enable the users to:

- Build flexible, robust protocols to bring people back together safely at events with evolving COVID-19 health and safety protocols, including testing and vaccine status requirements, identity and registration, and personalized communication journeys as per public health guidelines
- Streamline COVID-19 testing and health reporting with agility and security and manage COVID-19 testing and vaccination results across one platform
- Automate workplace entry and combine ident

Source

<https://www.salesforce.com/news/stories/what-is-safety-cloud/>

InfoQuiz

InfoQuiz April

What will be the two most important impacts of Artificial Intelligence on CRM solutions?

Which are the world's ten biggest e-commerce companies?

Please email your answers to: anam@infoglen.com or shivangi@infoglen.com to win exciting PRIZES

Answers of March Quiz

Which is the world's fastest Supercomputer and how much does it cost ?

The supercomputer Fugaku, jointly developed by RIKEN and Fujitsu, has successfully retained the top spot for four consecutive terms in all four of the major high-performance computer rankings. This includes the TOP500 list as well as the HPCG, a performance ranking for computing methods often used for real-world applications, HPL-AI, which ranks supercomputers based on their performance on single- and half-precision computing typically used in artificial intelligence applications, and the Graph 500 ranking, which ranks systems based on graph analytic performance, an important element in data-intensive workloads. No previous supercomputer has ever led all four rankings at once. Fugaku has been built at a program cost of USD 1 billion.

What are the main components of a SDC (self driven car) or driverless car and how is Waymo doing ?

With self-driving cars (SDC), the goal is to be able to operate a car like a human driver. The only catch is that there's no driver behind the seat. The five key components that make up an SDC are a) **Computer vision** - Like a human driver, the driverless car needs to be able to see the environment around it, whether that's looking ahead for traffic or reading road signs; b) **Sensor fusion** - Suppose a human driver is stuck in a lot of traffic. The driver knows this by analyzing the environment. In a SDC, the sensor fusion helps the car understand the environment in a detailed manner. Because there are a bunch of sensors equipped on an SDC, we can take all the necessary data and fuse them to provide a richer diagram to our car; c) **Localization** - once the driverless car can see, and knows its environment, it needs to know exactly where it is. Like if you know that a car charging station was right around the block, wouldn't that be useful? In SDC, we want to be able to figure out where our car is in the real world so that we can make better decisions on how we get from Point A to Point B; d) **Path Planning** - The next step is to plan the journey. Take our human driver for example. Throughout the ride, the driver is probably thinking about certain streets to avoid and the estimated time of arrival. This is exactly what an SDC does as well. It constantly asks how can I get from Point A to B in the most optimal way possible; e) **Control** - Once the car figures out its path, all the car has to do is be able to steer the wheel.

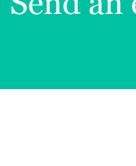
What are the key components of a Smart City ?

Most experts agree to the following as the key features of a Smart City ; 1. Proper sanitation and waste management system; 2. Round the clock quality electricity supply; 3. Round the clock quality water supply; 4. Efficient urban mobility and public transport with a network of good quality roads; 5. Well designed, affordable housing for all; 6. Good governance and high citizen participation; 7. Sustainable environment with high green cover; 8. Quick, efficient and citizen centric law enforcement; 9. Good quality and affordable healthcare for all; 10. Good quality and affordable digital connectivity and infrastructure for all

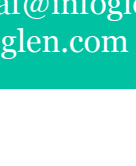
Opportunities @ Infoglen



Salesforce Developer w/ CPQ Project Exp



Developer



Marketing Manager India (Gurgaon)



Sales Manager (US, Canada, India)

Want to refer someone for any of these positions?
Send an email to sharaf@infoglen.com or charli@infoglen.com

Upcoming Webinars & Events by Salesforce

Click to know more about the webinars!

S. No.	Topic	Date	Time	Registration Link
1.	3 Tactics to Optimize Your Revenue	05 May	11:30 PM IST	Click here
2.	How Salesforce Does Sales Enablement	18 May	11:30 PM IST	Click here
3.	Unlock Your Bank's Potential With Digital Transformation	24 May	11:30 PM IST	Click here

What's Hot @ Infoglen

Infoglen Built a robust Customer Support solution to provide 360 Customer Support with reduced case handling and resolution time for Google Health Team.

Google Health, a branch of Google that aims to deliver faster and more connected care assistance to its users, was empowered by Infoglen in its digital transformation journey. As an innovative technology solution partner, Infoglen implemented a key set of features for Google Health to make its digital transformation a success:

Some of the functionalities delivered were :

Dynamic Consent forms, CTI integration for customer support agents, custom feedback form functionality, a collaboration portal for easy customer access and simplified case handling.

With Infoglen's expertise, Google was able to increase its agent's productivity, develop a better feedback system for its users and build an enhanced consent approval solution to aid its healthcare services.

INFOGLEN Custom Solution for Google Health

Dynamic Consent forms, CTI integration for customer support agents, custom feedback form functionality, a collaboration portal for easy customer access and simplified case handling.

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