

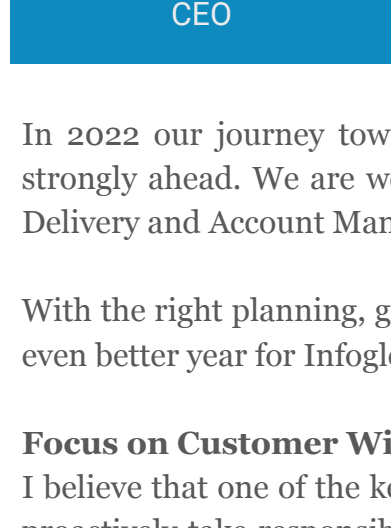
# InfoBuzz

REACHOUT RELAX ENJOY

## Leaderspeak

### Thank You 2021 and Welcome 2022

As the year 2022 starts, I really want to thank you for everything you have done for Infoglen in 2021. You believed in Infoglen and worked hard to make 2021 a successful year for us.



Haroon Ahmad  
CEO

Dear Friends,

In 2021 we grew in revenue, acquired some great new customers, and added some amazing team members. Overall, it was a good year, and we have a lot to be grateful for.

We are grateful for having survived Covid, though I know many of us and our loved ones were impacted. May God keep all of us safe in 2022. The continuing Covid pandemic reminds us never to take anything for granted, including our ability to breathe. I want to remind myself to stay grateful every morning that I can get up healthy.

In 2022 our journey towards being a reliable, world class Software Solutions company continues to move strongly ahead. We are working to improve all our key functions: Sales, Marketing, Product and Innovation, Delivery and Account Management, Recruitment and HR.

With the right planning, great execution, hard work, focus and dedication, we hope that 2022 is going to be an even better year for Infoglen, and all of us.

#### Focus on Customer Win

I believe that one of the key factors determining Infoglen's growth in 2022 will be our ability to genuinely and proactively take responsibility for our customers' success. Our account and project leaders have to constantly think about how to make our customers win, and give them a key strategic advantage in the marketplace. Everyday we have to work hard to win the heart and mind share of our customers. A passive, order-taker approach won't get us very far.

Towards that end, we plan to specifically strengthen our Delivery and Account Management function. Any of you who want to take on roles in that function in full time or part time capacities, do feel free to approach me.

#### Purity is Success

I read somewhere that those who purify themselves are successful. What could purify mean in the context of our professional lives? To me that would be to shed everything negative that bogs us down, and doesn't allow us to live up to our God given potential. Envy, laziness in thought, words and action, being impatient, judging others too quickly, letting negative thoughts creep in, unwillingness to go the extra mile for others are just some of the things we need to shed.

Another key thing we need to shed is working purely for material goals. If we work for service to others, and a passion for excellence, then that gives us joy, satisfaction and likely success. It's not easy to do, but I believe that is one of the biggest secrets to success. Detachment from the result and focus on excellence remains one of the areas for my own personal growth. My goal is to shift the focus from worrying about results to doing everything with the highest quality, and make that into my passion. The results will take care of themselves, because they are not in our control anyway.

If you want to see an example of pursuit of excellence without any fear or greed of the outcome, then you must watch the 2001 movie, 'A Beautiful Mind' starring Russel Crowe.

As part of purifying ourselves, let's also shed any feeling of ungratefulness towards each other and our customers. Let's be grateful for every day that we have the opportunity to work, and make a positive difference in the projects we work on.

We also need to be aware that purification is a life long, never ending process. And that's why we stay humble, because we know that we're not perfect, and there's always room for improvement and purification from all things negative.

Wish you all and your loved ones, an wonderful 2022!

## Salesforce News Feed



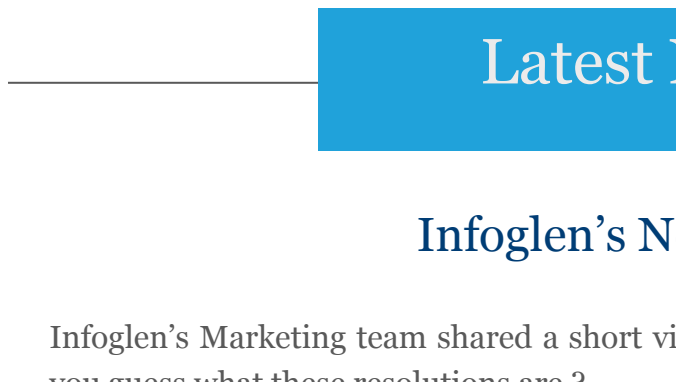
Salesforce has announced the release of its new digital intelligence solutions that use automation to help connect a brand's commerce and marketing data, provide insights & analytics that optimize relationships, ROI, and revenue and delivers personalized experiences; Powered by powered by Datorama and Tableau

[Read more](#)



For the fifth time in a row, JUST Capital and its media partner CNBC have recognized Salesforce as one of America's Most JUST Companies. Salesforce ranked fourth overall, up from the seventh spot in 2021. Salesforce is also known as one of the world's most ethical companies, appearing on the Ethisphere Institute's list for 12 years running.

[Read more](#)



Salesforce invests additional \$3M to support climate resilience. This donation will support two key areas, the first is ecosystem restoration, specifically focused on advancing tree equity and coastal resilience. The second is for climate justice, focused on advancing decarbonization while focusing on the needs of those most impacted by climate change.

[Read more](#)

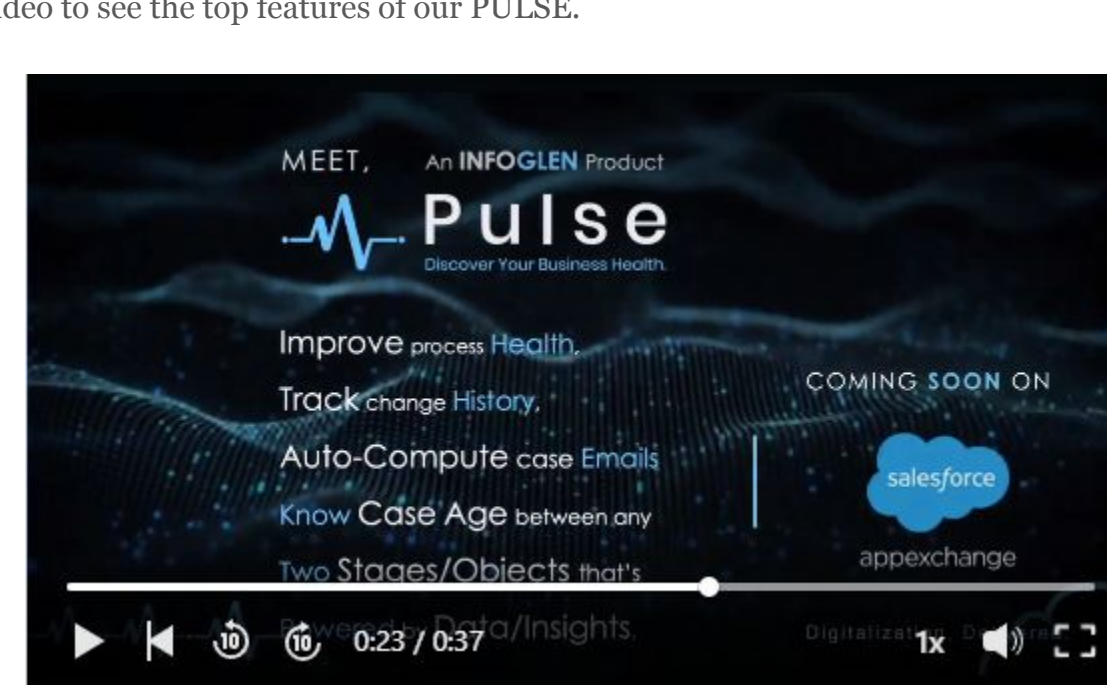
## Latest News @ Infoglen

### Infoglen's New Year Resolutions 2022

Infoglen's Marketing team shared a short video on LinkedIn about Infoglen's New Year Resolutions 2022. Can you guess what these resolutions are ?

Okay, the first resolution is : *"Continue to Support Covid-infected Patients & Families through the Infoglen Giving Program"*

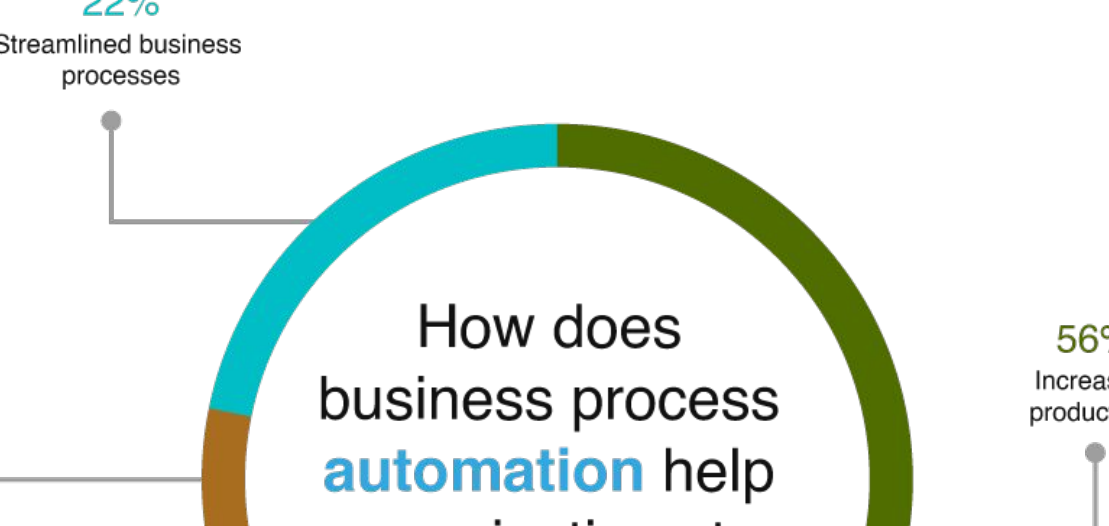
Watch the video to find out more ...



### Infoglen PULSE

Infoglen will soon be launching PULSE, a revolutionary product that'll optimize organizational processes, with the power of data & insights, on the Salesforce platform.

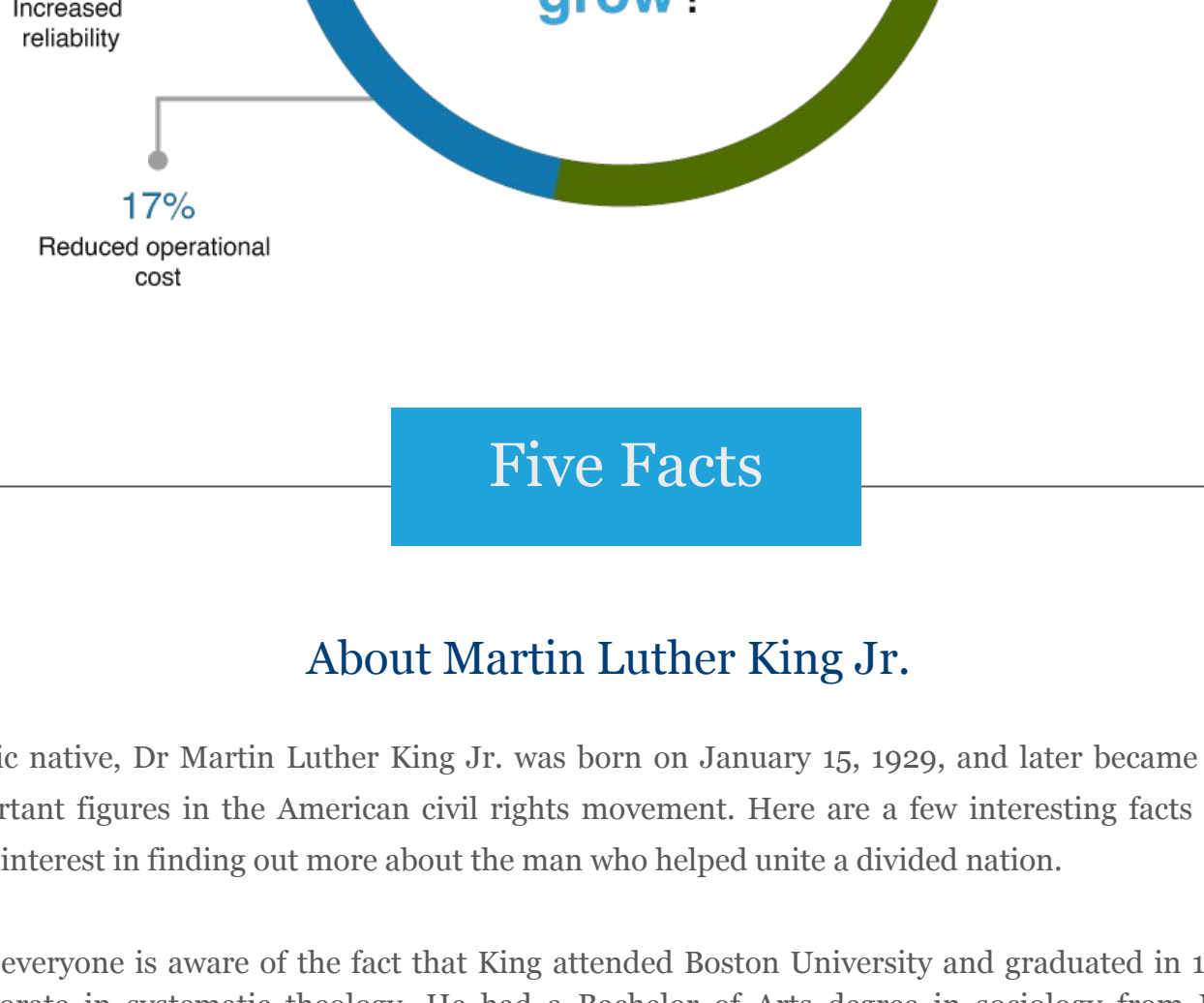
Watch this short video to see the top features of our PULSE.



## Poll Power

Infoglen conducted a LinkedIn survey to understand customer perspective on effectiveness of automating business processes and its outcomes

With the right tools, automating business processes can be easy and can return major benefits for organizations. How does business process automation help organizations to grow?



## Five Facts

### About Martin Luther King Jr.

The Atlantic native, Dr Martin Luther King Jr. was born on January 15, 1929, and later became one of the most important figures in the American civil rights movement. Here are a few interesting facts that might pique your interest in finding out more about the man who helped unite a divided nation.

- Not everyone is aware of the fact that King attended Boston University and graduated in 1955 with a doctorate in systematic theology. He had a Bachelor of Arts degree in sociology from Morehouse College and a Bachelor of Divinity from Crozer Theological Seminary.
- King was introduced to the teachings and philosophies of Mohandas Gandhi when he got into Crozer, a multi-denominational seminary, shortly after Gandhi was assassinated in Jan 1948 in India. In an interview King said he attended a lecture at the Howard University on Gandhi, and was deeply influenced by his philosophy of nonviolence.
- At 35, King was the youngest person at his time to receive a Nobel Peace Prize for combating racial inequality through nonviolence. He donated the prize money \$54,123 to various organizations including Congress on Racial Equality (CORE), the NAACP, the National Council of Negro Women, the Student Nonviolent Coordinating Committee (SNCC), and the Southern Christian Leadership Conference (SCLC).
- After his assassination in 1968, cities across the nation began naming and renaming streets in his honor, and today there are approximately 900 streets named after King in the US. States with high black populations - Alabama, Texas, Florida, Mississippi, Georgia, Louisiana, and North Carolina - have a relatively higher number of streets named after King.
- In the early 1980s, the US administration resisted making King's birthday a federal holiday despite his undeniable worthiness. There were apprehensions that passing a legislation making the holiday official would open the door for the minority groups to demand their own holidays. Somebody pointed out that a new holiday would cost nearly \$12 billion in lost productivity. But the demand gained momentum, the government gave in, and since 1986 the third Monday of every January is celebrated as Martin Luther King Jr Day.

## Opportunities @Infoglen



Salesforce Admin



Salesforce Developers



Salesforce CPQ Developers



Salesforce Delivery Manager



Lead Generation Professional (BD)

Want to refer someone for any of these positions?  
Send an email to [sharaf@infoglen.com](mailto:sharaf@infoglen.com) or [raahul@infoglen.com](mailto:raahul@infoglen.com)

## Upcoming Webinars & Events by Salesforce

[Click to know more about the webinars!](#)

S. No.	Topic	Date	Time	Registration Link
1.	Salesforce + Slack: Your Digital HQ for Success From Anywhere	24 Feb	09:00 AM IST	<a href="#">Click here</a>
2.	Top 5 Tips: Your Roadmap to Start-up Success	18 Feb	12:30 AM IST	<a href="#">Click here</a>
3.	Navigating the security frontier in 2022	17 Feb	09:00 AM IST	<a href="#">Click here</a>

## What's Hot @ Infoglen

### The Infoglen Performance Management Tool

Infoglen's BSE team has built a Performance Management Tool to define, track and align employee goals with the overarching company goals through the OKR (Objectives and Key Results) Management system.

This tool has been instrumental in bringing significant efficiency to the employee performance review process. This fully automated solution, helps accelerate growth by connecting individual achievements to organizational success. It has streamlined and simplified the entire process of employee performance management and review, with high focus on key results based on defined objects and more valuable conversations driven across the organization.

Built entirely on the Salesforce platform, the Performance Management Tool makes it easier & faster to record, track and review employees' performances, while ensuring collaboration & transparency between reportees and supervisors. With all the employee performance data and scores in one place, the tool can generate rating-based reports for leadership to evaluate, streamlining the decision-making process & automating the entire appraisal cycle. Employees can look at their OKRs and see how their individual tasks contribute to the company's long-term goals.

Infoglen's HR team and the leadership now have a 360-degree view of all the employees' OKRs on a single screen, and it takes 50 percent less time taken to complete the performance review process.