

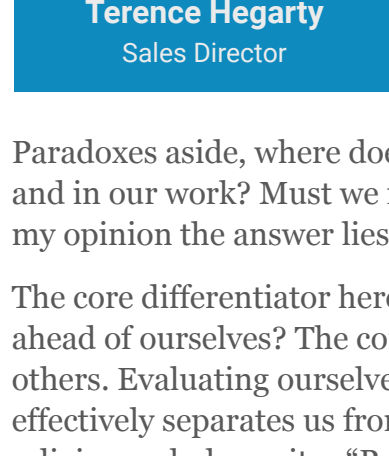
# Info Buzz

REACHOUT RELAX ENJOY

## Leaderspeak

### A Reflection on Personal Pride

Embracing collective strength & redefining pride for success in the modern workplace



**Terence Hegarty**  
Sales Director

Nowhere in professional culture is classical morality so at odds with modern values as when it comes to 'pride'. Alternately treated as a byproduct of success and an indicator of aptitude, pride, especially personal pride, comes with a host of vulnerabilities and pitfalls. The word itself can be used to connote anything from narcissism to genuine self-respect. Throughout history it has been honored as a valuable and advancing character aspect and it has been vilified as an anti-social assertion of self, totally at odds with healthy social and team dynamics.

Paradoxes aside, where does that leave us Infogleners? Can we not have pride in our company, in our teams and in our work? Must we remain constantly self-effacing and dismissive of our own accomplishments? In my opinion the answer lies, in and as it does with so many things, in balance.

The core differentiator here where we focus our mind's eye. Are we turning our gaze inward or placing others ahead of ourselves? The common thread I found in negative definitions of pride is a focus on self above others. Evaluating ourselves as better than other people, and our accomplishments as exclusively our own, effectively separates us from our peers. In that isolation self-contempt, judgement and fear all flourish. One religious scholar writes "Pride finds pleasure in only what it sets apart". When pride is selfish it is destructive and negative. If I spent my time proud of my individual abilities, celebrating my successes without acknowledging the hard work and genius of others, if I placed myself apart through prideful arrogance, I would soon be lost. My professional performance would suffer, I'd collaborate poorly and betray desperation for success. All those outcomes would be catastrophic to the circumstances that inspired selfish "pride" in the first place. By turning our gaze outward, however, pride takes on new names and brings new rewards.



If we view, for example, the accomplishments of our teams with a dash of humility and a great sense of satisfaction in a job well done, then that "pride" can turn into esprit de corps, accurate confidence in our abilities and a sense of security and safety engendered through shared strength and feeling. I for one, am "proud" of our team and the work we do here at Infoglen. That enables me to draw on a vast reserve of strength and energy in my pursuit of new business for our company. It also fills me with confidence when working with new prospects, partners, and clients, knowing that the teams I am introducing to new opportunities are more than up to the task. Knowing that their success will breed more success. In short, it makes me a better and more effective Director of Sales. Proud to serve and work with you all.

## Latest News @ Infoglen

### GreenGlen Initiative

#### World Environment Day: Plastic-Clean Up Drive

We are thrilled to share the success of Infoglen's recent activity in honor of World Environment Day 2023, as part of our GreenGlen initiative. Our Hyderabad team organized a highly impactful plastic clean-up drive in a local park, and the results were truly remarkable.

Equipped with essential tools such as trash bags, gloves, and eye-catching posters, our enthusiastic team members set out to make a tangible difference. What made this event even more special was the overwhelming support and active participation of children and park-goers, who quickly joined in and embraced the clean-up efforts.

The significance of this initiative goes beyond just cleaning up the park. It served as an educational platform to raise awareness about the detrimental effects of plastic and initiated a meaningful dialogue within the local community about the issue of plastic pollution. By engaging in these discussions, we are taking a crucial step towards finding sustainable solutions.

We would like to express our heartfelt gratitude to our dedicated team members who selflessly supported this cause. We hope to continue to foster a culture of environmental responsibility, inspiring others to take action.



### Value Add Employee Webinar

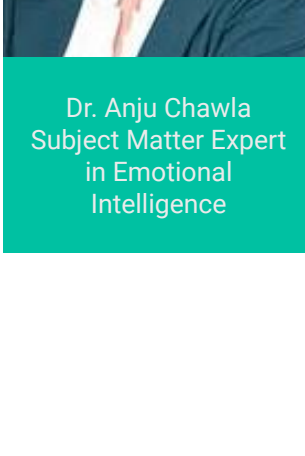
#### Harnessing the Art of Effective Listening



**Gowri Priya Sethuram**  
Founder  
India Shades

On June 9, Infoglen organized a webinar on 'Harnessing the Art of Effective Listening', conducted by Gowri Priya Sethuram, Founder of India Shades. She specializes in sharing knowledge of rich ancient art and knowledge forms of India to a discerning audience. Indian Shades has been offering programs based on Indic cultural wisdom as a way of Employee Engagement and L&D. The session covered:

- Improved conflict resolution
- Proactive problem and bottleneck anticipation
- Stronger client relationships
- Enhanced feedback reception
- Sharpened situational reaction skills



**Dr. Anju Chawla**  
Subject Matter Expert  
in Emotional  
Intelligence

On June 16, Infoglen organized a webinar on 'Emotional Intelligence at Work', conducted by Dr. Anju Chawla, subject matter expert in emotional intelligence, specializing in behavioural trainings for diverse audiences across India. The session covered the following skills:

- Understanding and managing your emotions effectively
- Developing empathy and compassion for others
- Improving communication and building stronger relationships
- Enhancing self awareness and self regulation
- Cultivating emotional resilience and adaptability

### An Infoglen Initiative

#### Infoglen Centre of Excellence (COE)

Recently, Infoglen launched The Centre of Excellence (COE) is a program to help employees develop their skills and make a difference in the company.

We have already launched and started working on these initiatives:

- Analytics Using Tableau - harness the power of analytics to help our existing and new clients
- Leveraging AI tools for CRM - explore AI technologies such as ChatGPT, Google Bard, etc. to optimize CRM processes within the Salesforce ecosystem
- Salesforce Vlocity - build expertise in implementing pre-built solutions available on the Salesforce platform to meet industry specific needs

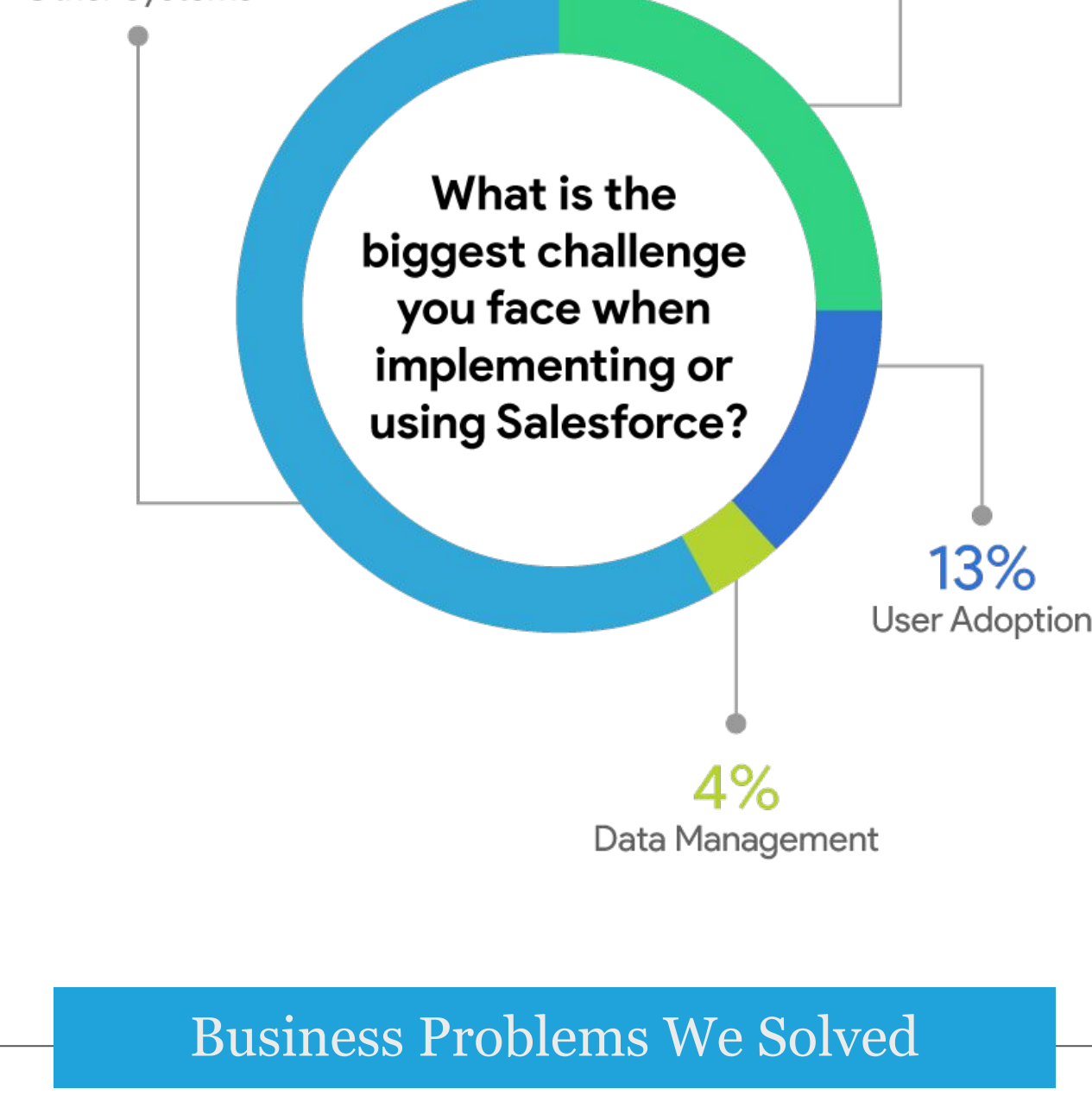
Here are the other different areas where we will be launching new initiatives soon:

- Presales Support - provide expert guidance and demonstrations to the presales team to showcase the capabilities of Salesforce solutions during the presales process
- Content Creation - produce compelling content, and support the marketing team in developing white papers and case studies, to demonstrate industry expertise and attract clients
- Account Growth - identify opportunities and recommend solutions to drive growth within existing client accounts
- Products & Accelerators - create tools and products using Salesforce, that can be developed in to apps for AppExchange or used internally to streamline operations
- Innovation in SF Space - keep up-to-date with the latest Salesforce advancements to propose and implement innovative solutions
- New Technologies - integrates complementary technologies with Salesforce, to enhance client solutions
- Monthly Project Insights - organize project insight sessions to showcase the solutions that different project teams are working on for different clients
- Domain Knowledge (Such as Finance, Healthcare, Real Estate, etc.) - specialize in specific industries, offering tailored solutions and compliance guidance based on deep domain expertise

## Poll Power

What is the biggest challenge you face when implementing or using Salesforce?

Infoglen polled Salesforce users on LinkedIn to find their biggest pain point. The results are in, and the top obstacle is clear: integration with other systems.



## Business Problems We Solved

Infoglen solved a business problem for a company which builds breakthrough software products for digital businesses, driving growth for industry leaders. They use Salesforce as their primary CRM but faced workflow challenges requiring manual intervention.

### What we did for the client

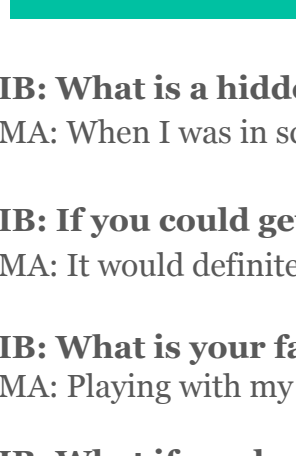
The client encountered difficulties in maintaining data consistency across different stages of Salesforce Opportunities when their team would not remember to update information regularly. Infoglen addressed this issue by implementing Dynamic Validation to create multiple fieldsets for each stage in Salesforce Opportunities, ensuring data consistency and providing immediate error notifications. We built an automation to automatically mark opportunities as Closed Won and update the order status to "Activated."

They also needed a way to update currency rates daily, for accurate financial calculations. We integrated Salesforce with Netsuite to allow daily currency rate updates, and asynchronously stored rates in Salesforce labels for CPQ quotes and other objects. Automated multi-currency updates ensured accurate financial calculations and conversions in Salesforce.

Contract renewal and amendment processes were time-consuming for the client. Advanced approvals were needed for both quotes and contracts. We combined standard and advanced approval features for simplified contract approvals, with added filters and buttons for a user-friendly experience. We also built a custom component streamlined contract renewals, automating processes based on user-selected contracts.

## Up Close & Personal with Maroof

### Maroof Ahmad, our Associate Salesforce Consultant from Lucknow, shared insights from his personal life



**Maroof**

#### IB: What is the sweetest memory from your childhood days?

MA: Roaming around in my village during summer vacations, and playing on the swings tied up high in the mango trees at our plantation.

#### IB: What is your time management mantra?

MA: Every morning I prepare a list of tasks that I have to complete and the tasks I have delegated to others to complete.

#### IB: What is a hidden talent you have?

MA: When I was in school I used to act, but now it's kind of a hidden talent.

#### IB: If you could get a new skill in 10 minutes, what would it be?

MA: It would definitely be the art of negotiation.

#### IB: What is your favourite pastime?

MA: Playing with my kids - Usaid & Afsah.

#### IB: What if you had six months of paid vacation? Where would you travel?

MA: I would like to spend my vacation in middle eastern & mediterranean countries because of their unique cuisines, aesthetic architectural heritage & breathtaking landscapes.

#### IB: What are the kind of books you like to read or movies you like to watch?

MA: I love to read books on ancient and medieval history, but sometimes I also like to read historical fiction.

#### IB: What's the one thing you like about Infoglen?

MA: Infoglen provides a nurturing environment to employees from different backgrounds, and helps them excel in the field of IT services.