

Cognizant Named an Exclusive Partner to Implement Salesforce Maps in EMEA



Cognizant has been selected as one of six exclusive partners to implement Salesforce Maps for its enterprise customers in EMEA. The data visualization and mapping software tool provides sales representatives with a location-based view of several customer data points in their specific geographic sales territories – designed to increase their sales productivity and revenue.

By using this tool, sales professionals in the field can leverage critical customer data in real-time on their mobile application to plan and optimize their driving routes more effectively allowing for better customer engagement. The tool leverages CRM data for prospects and existing customers from the Salesforce platform including geographic location, product information, customer revenue and sales lead type. In addition, Salesforce Maps captures information and analyzes the activity of the sales representative including sales activities, scheduling and route optimization.

“Location-based data and visualization software are powerful tools that can separate the competition and maximize sales opportunities,” said Roshan Subudhi, Global Practice Head, Salesforce, Cognizant. “By implementing Salesforce Maps for our clients, we can offer an intelligent data solution that provides sales reps with unique insight into sales opportunities and ultimately drive revenue generation.”

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