

THE COMMUNIQUE

Solunus Newsletter



TOP STORIES

- Solunus is glad to announce the appointment of Mr. Banu Ramamurthy as its new Chief Technology Officer (CTO).
- We are happy to announce that we have entered into an agreement with HydraFacial, a leading name in the beauty health domain; under the agreement, we will provide Salesforce staff augmentation services to the Long Beach, California based organization.
- Team Solunus celebrated Women's Day in style; various programs were organized to mark the occasion, including an exclusive conversation with Ms. Priyanka Jawalkar, a leading actress.
- Our company has tied up with YourDOST, a leading counselling services provider to launch a mental wellness program for its employees and their family members. The initiative will go a long way in helping us overcome stress and create a happier workplace.
- Our CTO Mr. Banu Ramamurthy recently visited our India office and interacted with members of our team on various subjects.

MESSAGE FROM THE CEO

The first quarter of 2022 was witness to many exciting developments at Solunus. We were awarded the ISO 27001:2013 certification for maintaining the highest standards of information security management, by the International Organization for Standardization (ISO).

We extended a warm welcome to Mr. Banu Ramamurthy into the Solunus family. Mr. Ramamurthy has more than three decades of rich experience in the IT sector and enabled various leading companies to make the best use of Salesforce to meet their business goals.

I'm very happy to tell you that we've launched the Pennam Foundation to further help the underprivileged members of our society. We plan to initiate various programs to extend financial assistance to poor, meritorious students and provide food and shelter to orphans and those in need. The foundation will also work to provide medical support to the less fortunate, besides participating in various community development programs. I welcome you all to take an active part in these noble acts.

Thanking you all once again for your excellent work.

Sudhakar Pennam

Blog Duet

7 Vital Elements of Salesforce Implementation Success

One of the most popular Customer Relationship Management (CRM) systems is Salesforce; a survey by International Data Corporation (IDC) reveals that the IT platform is used by ***nearly a fifth of the business world***. A major reason for the extensive use of Salesforce is its wide range of useful features, which go a long way in enhancing business efficiencies. According to ***a Salesforce report***, companies using this IT platform are able to reduce the time needed to make decisions by nearly 38%, enhance their revenues by approximately 25% and boost customer satisfaction levels by almost 35%. Here's an insightful blog post that lists 7 key aspects companies must focus on to implement Salesforce successfully. – [Blog Link](#)

Leveraging Salesforce Marketing Cloud Studios for Better Customer Relationships

As the business landscape becomes more competitive with each passing day, companies across the world need to understand the needs of their customers and provide the best services to them to ensure high levels of customer satisfaction, and thereby, enable rapid growth. Check out this interesting write-up to find out how Salesforce Marketing Cloud helps businesses across the world to build excellent rapport with customers by providing delightful experiences across multiple channels and building super-personalized buying journeys. – [Blog Link](#)

Updates of the Quarter

Townhall with Our CTO a Grand Success

We organized a townhall with our Chief Technology Officer (CTO) Mr. Banu Ramamurthy. The meeting was a resounding success with our employees taking an active part. The CTO answered their queries on various subjects. Our team thoroughly enjoyed the interaction and eagerly looks forward to connecting with Mr. Ramamurthy again on his next visit to Hyderabad.



Expert's Mind

3 Proven Tips to Make the Most Out of Trailhead

1. Focus on acquiring knowledge and skills, not just badges. Badges and points are a fun way to learn, but they shouldn't distract you from your core objective – mastering the Salesforce platform. Learn the subject thoroughly, and badges will automatically be yours.
2. Spend time to read learning objectives and understand them well. This will go a long way in helping you determine which module and trails you must go through, thereby enabling you to come up with a suitable plan.
3. Take Trailhead challenges seriously, as they help you learn hands-on. Challenges are often hard, but they help you check your comprehension of the subject and ability to use your knowledge and skills in a real-life environment.

Solunus Receives the ISO 27001:2013 Certification

We're delighted to inform you that Solunus has been awarded the ISO 27001:2013 certification, by the International Organization for Standardization (ISO). The award is a well-deserved recognition to our high information security standards, which allow us to ensure absolute safety of data.



Team Solunus Celebrates the International Woman's Day with Grandeur

The International Women's Day was celebrated grandly at Solunus. Various events were organized on the occasion, which were thoroughly enjoyed by our people. The highlight of the celebrations was the interaction with Ms. Priyanka Jawalkar, a well-known actress. Our employees had a great time conversing with the famous personality. It was indeed a memorable experience!



Holi Celebrated in Style at Solunus

At Solunus, we celebrate various festivals that reflect the rich heritage and culture of our country. Continuing with this tradition, our team celebrated Holi, the festival of colors, with traditional fervor. Several fun events were organized on the occasion, and our people took an active part in these fun activities. Various mouthwatering delicacies were served as part of the festivities, which were thoroughly enjoyed by our people. It was indeed a memorable experience!



Solunus Launches a Wellness Program for Its Employees

We've launched a wellness program for our employees in association with YourDOST – an industry leader in wellness space to ensure a happier workplace. YourDOST will provide professional counselling services to Solunus' employees and their dependents, hold awareness workshops, share access to reading materials that help overcome stress and anxiety and organize fun activities.



New Logo of the Quarter

Solunus reached an agreement with HydraFacial, a leading beauty health solutions provider, based in Long Beach, California, USA. As part of the agreement, our company will be providing staff augmentation services to enable the client use Salesforce with high levels of efficacy. We look forward to working with Team HydraFacial to deliver the best value.



Words of a Delighted Employee



At Solunus, our people are our strength. We spare no effort to ensure the highest levels of employee satisfaction and facilitate excellent growth. Our open, employee-friendly work environment provides the right conditions to deliver excellence and create the best value for customers. One of our colleagues, **Akhila Nimma has completed 5 years with Solunus**. Here's what she has to say about the wonderful journey with our organization.

Empowering Women by Breaking the Gender Bias

We earnestly believe excellence knows no gender. Every employee of Solunus has equal opportunities to grow and contribute to its development. Check out these interesting videos where our colleagues Sravanthi Aitha and Shipra Singh explain how our company helped them break the gender bias and build a successful career.



FUTURE GLANCE

- We will be taking part in ***DevOps Dreamin'***, a community conference for Salesforce developers and architects, to be held on 31 March and 1 April 2022 in Chicago
- Team Solunus will be participating in ***Texas Dreamin'***, a Salesforce community led conference. The event will be held on 28 and 29 April 2022, in Austin, Texas
- Members of our management team will take part in ***Diversity and Inclusion Summit 2022*** to be held by the National Association of Software and Service Companies (NASSCOM) on 27 and 28 April 2022

CERTIFIED CHAMPS



Saran Kumar Reddy

Salesforce Certified Administrator

Jagathi

Salesforce Certified CPQ Specialist

Maheswari A

Salesforce Sales Cloud Consultant

Edla Venkat Ram

Salesforce Certified Administrator

Pragati Ganga

Salesforce Certified Administrator

Hepsi Soujanya

Salesforce Certified Administrator

Shivom Verma

Experience Cloud Consultant

Super Clicks

Spring's the ideal season to enjoy the beauty of Mother Nature. This' the time of rejuvenation, the time of great joy. Here're some amazing pics of springtime captured under the lens of our colleagues.



The Sardar on a Spring Evening
- By Ravi Prakash



Blossoming Cherries in a Japanese Garden
- By Nazneen



Trees Springing Back to Life
- By Nazneen



Waves of the Sea Dancing in the Spring Sun
- By M.Vara Prasad