Application: 6077

CIC Architects Team

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

CIC Architects Team

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Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

CIC Architects Team

Category

Q08o. Technology Team of the Year - Information Technology - Support

Technology Team Submission Format

Written Answers

a. Briefly describe the nominated technology team: its history and past performance (up to 200 words). Required

The CIC Architects Team (CAT) at Salesforce is a specialized group focused on supporting the company's most strategic and high-impact customers. As a Senior Success Architect within CAT, I work with accounts facing complex performance, scalability, and architectural challenges across Salesforce Core and CRM platforms.

To better support these customers, our team developed the CAT Org — a dedicated Salesforce environment built using Salesforce DX principles. The CAT Org includes purpose-built Lightning applications, monitoring frameworks, and diagnostic tools to proactively identify risks, streamline case management, and drive operational excellence. It centralizes critical customer data, performance trends, and escalation tracking, enabling faster triage, enhanced collaboration, and deeper technical insights.

My role has been instrumental in designing scalable architectures, leading technical triage initiatives, and developing internal tools that improve system health analysis and customer engagement. Through this work, the CAT Org has strengthened Salesforce's ability to safeguard strategic customer relationships and protect long-term business continuity.

b. Outline the technology team's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required

Performance and Scalability Improvements (2022–2024):
We successfully led initiatives that resolved high-impact performance and scalability challenges, directly contributing to the retention of key accounts and preventing over $1 billion USD in potential customer attrition. By conducting deep architectural reviews, we identified critical system gaps and provided strategic technical guidance to enhance platform resilience, reduce downtime, and significantly improve customer satisfaction across multiple Fortune 500 companies.

Innovation and Internal Tool Development (2022–2024):
Recognizing the need for faster and more accurate diagnostics, we developed a suite of internal Salesforce tools to analyze system bottlenecks, uncover root causes, and optimize scalability. These innovations reduced time-to-resolution for high-severity cases and enhanced the effectiveness of the technical triage process. We also created standardized intake forms to accelerate engagement during critical escalations, improving operational response times by over 30%.

Proactive Customer Success Initiatives (2021–2024):
In addition to reactive support, we drove proactive system monitoring and created technical summary frameworks using Salesforce Agentforce, ensuring that all critical customer activities were properly tracked, analyzed, and leveraged for continuous improvement. By providing best practice architectural guidance across Salesforce Core implementations, we contributed to improving customer system health, stability, and scalability.

Leadership and Strategic Impact (2021–2024):
Throughout this period, we served as trusted technical advisors and triage leads, guiding cross-functional engineering, support, and success teams in addressing mission-critical challenges. Our leadership ensured quicker risk identification, more effective escalations, and strategic alignment with Salesforce's broader customer success goals.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's past performance (up to 250 words). Required

To achieve the highlighted outcomes, the CIC Architects team introduced several strategic initiatives focused on innovation, operational efficiency, and proactive customer success:

1. Proactive Architectural Reviews and Risk Mitigation Plans:
We implemented a formal process for conducting 1000-foot architectural assessments of strategic customer implementations. These assessments identified hidden scalability risks early, enabling Salesforce teams to deploy corrective strategies proactively. This initiative significantly reduced the number of reactive escalations and strengthened customer platform stability.

2. Development of Internal Diagnostic Tools:
Recognizing gaps in rapid issue identification, we developed internal Salesforce-based tools that analyzed customer system bottlenecks and uncovered root causes. These tools enabled technical teams to cut triage time by over 30%, improving resolution speed for critical incidents.

3. Streamlined Escalation Intake Framework:
To address inefficiencies in crisis engagement, we introduced standardized intake forms and engagement workflows. This strategy ensured that performance and scalability issues could be triaged quickly and with complete technical context, accelerating customer restoration efforts.

4. Enhanced Customer Engagement Tracking:
We pioneered the use of Agentforce-based technical summaries to capture all customer activities, troubleshooting efforts, and escalation actions in a structured, analyzable format. This process improvement created a feedback loop for continuous customer health monitoring and proactive risk mitigation.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

These strategies addressed major operational gaps for Salesforce's most critical accounts and resulted in tangible business impact, including preventing over $1 billion USD in potential customer attrition. The proactive diagnostic tools and scalable engagement models we introduced are now embedded into CAT's standard practices, demonstrating innovation, repeatability, and lasting value.

Unlike standard reactive support models, our initiatives created a proactive, architecture-first technical support model, positioning Salesforce to detect, diagnose, and resolve risks before they could escalate — a major shift that safeguarded key customer relationships and contributed to long-term organizational success.

[REDACTED FOR PUBLICATION]

Would you like to add an additional supporting document?

No

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