

SUCCESS STORY

National Critical Infrastructure Operator

VALUE DELIVERED

- ✓ Managed a complex, **large-scale data migration**, transforming decades of unstructured data while delivering on time.
- ✓ Applied **structured governance** to overcome change management challenges and ensure successful rollout.
- ✓ **Identified delivery risks early** and escalated through governance channels, removing blockers, to maintain project momentum.
- ✓ Established a **5-year Managed Services model**, supporting continuous optimization and governance.



OSF | DIGITAL

Enabling a Unified Stakeholder Engagement Platform for Critical Infrastructure Operations

Customer Profile

Our customer is a **leading national critical infrastructure operator** responsible for managing large-scale networks, assets, and stakeholder relationships across a highly regulated environment.

Challenge

Operating within a **public sector environment** shaped by high accountability, constrained budgets, and increasing expectations, they needed to evolve their technology landscape with zero disruption to critical national operations:

Required a modern, fit-for-purpose solution & a partner with the expertise to enable long-term transformation and scalability

- ✓ Two disparate, end-of-life systems and bespoke solutions created a **siloed, disconnected view** of customers and stakeholders.
- ✓ **Lack of centralized data** limited visibility into stakeholder interactions across business units and constrained reporting.
- ✓ Manual, **fragmented processes** reduced efficiency, consistency, and stakeholder satisfaction.
- ✓ **Limited reporting capabilities**, restricted oversight, and government reporting requirements.
- ✓ Needed to move to cloud technologies and **improve connectivity** across a complex national stakeholder ecosystem.
- ✓ Regulatory context demanded traceability, auditability, and **reliable communication at the national scale**.

Outcome-Driven Solution

- ✓ Implemented **Salesforce Sales** and **Service as CRM**, **Marketing Cloud**, and **Shield** to establish a secure, unified foundation.
- ✓ Deployed **Data 360** for a real-time stakeholder view and **piloted Agentforce** to automate stakeholder communications.
- ✓ Created a unified Service-to-Marketing execution model for critical infrastructure communications for the **entire electricity network**.
- ✓ Integrated **Service workflows with Marketing Cloud** distribution to target retailers, distributors, and grid participants with precision.
- ✓ Introduced **standardized processes**, approval workflows, and templated communications to ensure governance and consistency.
- ✓ **Consolidated data** into a single source of truth, improving coordination, visibility, and regulatory reporting.
- ✓ We will focus on **enabling mobile capabilities** for field teams, expanding organization-wide communications, and introducing Experience Cloud.

Customer Adoption

- ✓ Embedded delivery approach ensured **alignment across business, IT, and operational teams**.
- ✓ Delivered an **auditable communication framework**, supporting regulatory compliance through full traceability, approval governance, and controlled distribution of notices.
- ✓ Enabled transition from manual, fragmented processes to a **centralized, workflow-driven** operating model.

▶ 400 users successfully deployed

National-scale operations & centralized stakeholder engagement

▶ Reduced risk of inaccurate information

Improved decision-making, driven by real-time visibility

▶ Hours instead of days for comms

Faster responses, audience targeting, standardized messaging, and consistent branding

▶ Modern, AI-ready CRM

Improved compliance for the national grid operator

PRODUCTS

Sales Cloud

Marketing Cloud

Service Cloud

Shield

Data 360

Get in touch with OSF Digital

Check us out on AgentExchange