



ROGERS
CORPORATION

A FUTURE-PROOF & MODERN SALESFORCE EXPERIENCE

Rogers Corporation partners with Mastek Solutions for a Salesforce Lightning conversion that provides the best possible experience for its teams

| OVERVIEW

Rogers Corporation manufactures, markets, and sells advanced materials and components for a variety of applications and a wide range of industries throughout the world. Their products include elastomers, high frequency circuit materials, flexible circuit materials, molding materials, and composite materials.

Committed to delivering superior reliability, efficiency and performance, Rogers helps the world solve its most difficult material challenges. Having made significant investment into the Salesforce Classic platform over the years, Rogers was looking to solve one of its own transformational initiatives—migrating to the Salesforce Lightning architecture to significantly improve user experience, as well as access all the latest features and mobile functionality available. To accomplish this goal, Rogers teamed up with Mastek to get the essential tools and technology resources they needed. After successfully tackling the challenge, Rogers has a powerful new way to filter and visualize their work, using any device, that has led to improved user adoption, future-proofing their investment into the Salesforce platform.

| CHALLENGE

With the Salesforce Classic user interface nearing its end of practicable use, Rogers wanted to take advantage of the streamlined Lightning interface and all the latest Salesforce features, mobile functionality and better user experience. They needed to keep their existing Sales Cloud implementation untouched without interrupting existing data, customization, or functionality, including compatibility with the AppExchange products already in place. All they needed were the appropriate tools and Salesforce experts to complete the transition.

| KEY OUTCOMES

- Improved user interface – easier to use
- Increased Salesforce user adoption
- Setup for future success – can now take advantage of future Salesforce updates.
- Better user experience for employees

| KEY OUTCOMES

- Salesforce Classic to Lightning
- Sales Cloud
- Introduced Console View for better user experience

| SOLUTION

After learning about how Rogers was already using Salesforce and reviewing the organizations requirements, Mastek began the process of migrating existing data to the Lightning platform and recommending ways to replicate features that would not carry over to the new interface. Mastek also created a plan to properly rollout the new interface in phases and designed desktop and mobile experiences while making process improvements along the way. By utilizing the Services of Mastek to rollout the new Lightning experience for its teams, Rogers can drive even greater business value and productivity gains from the Salesforce platform.

| RESULTS

Even though Rogers has a very mature instance of the Salesforce platform with a variety of customizations and AppExchange products, the organization was able to embrace the UI transition and realize the full potential of Salesforce. The system is not only easier to use, it's more robust and provides a modern experience for users, enabling them to more efficiently interact with customers. Additionally, the mobile features of the enhanced user interface are now enabled for the organization, allowing employees to check reports and dashboard and collaborate on Salesforce using their mobile devices. The reimagined Lightning Experience provides the best possible way for Rogers Corporation to perform all their necessary business functions through Salesforce. Partnering with Mastek has been key to understanding how much more Salesforce can benefit the business and create a framework for enhancements in the future.

| ABOUT

Mastek is a turnkey & trusted Digital Engineering & Cloud Transformation partner that delivers Innovative Solutions and Business Outcomes for clients in Healthcare & Life Sciences, Retail, Manufacturing, Financial Services, Government/ Public Sector, etc. We enable customer success and business change programs by partnering with enterprises to unlock the power of data, modernize applications to the cloud, and accelerate digital advantage for all stakeholders. Customers Trust Mastek to deliver Business Value with Velocity and we operate in 40+ countries including the UK, Americas, Europe, Middle East, APAC with ~5000 employees. We are in the business of de-complexing Digital and making our clients future-ready with an industry-first approach. For more details, please visit our website www.mastek.com.



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