



Reimagining the future of life sciences engagement

with Salesforce Life Sciences Cloud
and Capgemini



Customer engagement in life sciences is evolving—but legacy CRM systems are falling short. Learn how Salesforce Life Sciences Cloud is changing the game.

The introduction of Salesforce Life Sciences Cloud is enabling a new era of intelligent, personalized, and scalable customer engagement with HCPs, partners, and patients.

With the right strategy and transformation partner, the Salesforce platform can deliver relevant, efficient, and intelligent interactions that drive growth, increase efficiency, and improve health outcomes.

What is Salesforce Life Sciences Cloud?

Salesforce Life Sciences Cloud is Salesforce's HIPAA-ready, GxP-compliant, and pre-validated platform purpose-built to meet the unique needs of the life sciences industry. It empowers pharmaceutical, biotech, and medtech organizations to transform how they engage with healthcare professionals (HCPs), patients, and partners—enabling seamless, compliant, and data-driven interactions across the entire commercial and medical value chain. By unifying customer data and workflows, it supports omnichannel engagement, accelerates go-to-market strategies, and fosters innovation through AI-powered insights—all while ensuring regulatory integrity and trust.

Transforming digital engagement with Salesforce and Capgemini

Salesforce Life Sciences Cloud unites sales, marketing, service, and technical service teams on one intelligent customer engagement platform, establishing a single source of truth to power engagement across the life sciences value chain. By centralizing critical data and integrating next-gen technologies like generative and agentic AI, companies can deliver more personalized, efficient, and intuitive experiences for HCPs, patients, and beyond.

Capgemini's composable three-part framework helps life sciences organizations tap the potential of this new platform, guiding them as they assess, design, and execute a future-ready engagement strategy that delivers real-world value through every interaction. Each module within our framework can be implemented independently or sequentially, providing a flexible path to transformation based on your organization's needs, priorities, and readiness.



Health Check

Evaluate your company's existing CRM maturity, capabilities, gaps, and readiness for change via our independent, structured methodology.



Strategy design

Explore platform capabilities, features and technologies and develop a tailored strategy based on business goals and needs.



Transformation execution

Develop and execute a comprehensive global strategy that includes technical requirements, user adoption, and other aspects of the change management program.

To learn more about our Life Sciences Cloud transformation framework and each of its components, please visit [Capgemini's Life Sciences HCP Engagement](#) page.

Why Capgemini?

Capgemini is much more than a Salesforce service integrator and Life Sciences Partner Network member. We are an end-to-end business and technology transformation partner that helps life sciences companies enable more meaningful, relevant, efficient, and intelligent interactions. Our approach is built on creating long-lasting partnerships rooted in innovation, engagement, growth, and sustainable value creation—so clients not only lead in propositions and services, but also drive stronger revenue, profits, and purpose.

Where Salesforce wins

Integration

- Built-in integration capabilities across sales, marketing, medical, and service functions, enabling a unified customer engagement strategy and seamless information exchange.
 - Future-ready omnichannel and advanced engagement features to empower teams to deliver more personalized, intelligent, and connected experiences.
 - Single tech stack enablement to help simplify the IT architecture, reduce system complexity, and improve scalability.
 - Seamless data integration with third-party systems, including IQVIA, to accelerate insights generation and power intelligent decision-making.
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Innovation

- Supports a wide range of commercial models, offering flexibility to adapt as business needs evolve.
 - Ongoing feature evolution and investment in advanced AI and emerging tech drive strong innovation potential.
 - Large talent pool ensures a continuous pipeline of new and more advanced features and solutions.
 - Proven commitment to enhancing platform capabilities and closing existing functionality gaps.
 - Open ecosystem and large developer base position Salesforce as a strong platform for innovation.
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AI and automation

- Leading AI, automation, predictive modeling, and agent capabilities offer a more adaptive and fast-evolving platform.
 - Built-in AI capabilities allow companies to test and implement technology use cases.
 - Real-time, advanced voice-to-text capabilities accurately transcribes speech and captures insights.
 - AI-driven features, such as Einstein Copilot, embedded directly into users' daily workflows, offering intuitive and effective automation and augmentation capabilities.
 - Conversational AI chatbots and virtual assistants provide multi-language support across clouds.
 - Next best action capabilities, based on cross-channel recommendations and integrated across the Salesforce ecosystem
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Compliance

- HIPAA-ready, pre-validated, GxP-compliant platform that supports processes across key areas, including manufacturing, laboratory, and clinical.
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Implementation & scalability

- Broad network of implementation experts, making large-scale rollouts feasible.

Experience

- Intuitive user experience to enhance engagement.
- Integrated training modules enable seamless onboarding for users.

Cost

- Competitive pricing offers.
- Flexible data integration, which could lower long-term operational costs.

Reputation

- Market leader in CRM.
- Strong, ongoing investments in AI and emerging tech.

“Capgemini has proven to be a trusted partner in driving digital transformation across the life sciences industry. As a member of the Salesforce Life Sciences Cloud Migration Alliance, Capgemini brings deep domain expertise and a strong command of our platform to help life sciences organizations accelerate innovation, improve patient and provider engagement, and deliver better outcomes at scale.”

Frank Defesche, SVP & GM, Life Sciences, Salesforce

Case study

Pioneering the first global Salesforce Life Sciences Cloud transformation

For years, one global pharma company relied on multiple CRM systems, leading to data silos and a lack of cohesion across its commercial operations.

Partnering with Capgemini, this organization is in the process of launching **OneCRM**—a scalable, next-gen platform built on Salesforce Life Sciences Cloud to manage the full commercial lifecycle seamlessly across countries, business units, and functions.

4 business units

Streamlining all commercial processes across four different business units

3 business functions

Harmonizing processes along three business functions: Sales & Service, Marketing, and Field Service

46 countries

Implementing the new CRM across 46 countries throughout Europe, North & South America, and Asia

5 reasons why Capgemini is the right Salesforce Life Sciences Cloud partner

1st company to drive a Salesforce Life Sciences Cloud transformation

- Over 10,000 CRM experts worldwide with deep expertise in marketing, sales, and field service
- Successfully delivered 2,500+ Commercial and CRM transformation programs for global organizations
- Proven methodologies, tools, and templates for rapid results

15+ year Salesforce partnership with a ONE team mindset

- Top 5 Salesforce partner and Life Sciences Partner Network member with nearly two decades of trusted collaboration
- Customer Satisfaction Score of 4.8/5 and Partner rating of 9.89/10
- Extensive experience implementing new industry clouds
- Talent pool with more than 14,000 multi-cloud certifications

Deep expertise in life sciences, Salesforce Life Sciences Cloud, and digital transformation

- Successfully supported CRM transformations for leading life sciences companies
- Pioneers in helping companies adopt Salesforce Life Sciences Cloud
- Direct access to our life sciences network, internally and with clients, for knowledge sharing

A global team with local expertise that delivers at scale

- Dedicated business process owners and experts from US, EU and China
- Competency Centers in India with over 11,000 Salesforce experts, aligned to European working hours
- Highly experienced leadership team combining professional service and in-industry expertise

An unwavering commitment to your business success

- Program know-how continuity by key team members continuously engaged throughout the program
- Ongoing development of our team's expertise, adapting and evolving skills to meet the changing needs of your business

Capgemini solution benefits

Seamless transition to a future-ready CX/CRM ecosystem.



Data-driven decision-making with better-integrated commercial, medical, and market access teams.

Enhanced HCP & patient engagement through cohesive omnichannel strategies and AI-driven insights.



Cost savings through efficient implementation and roadmap-driven transformation.

Capgemini Salesforce capabilities at a glance

Salesforce Life Sciences Partner Network member	Top 5 Salesforce global partners	>15 years Partnership
9.89/10 Salesforce partner value index	7 Salesforce and MuleSoft Global Centers of Excellence	24,500+ Salesforce certifications worldwide
2,500+ projects worldwide	14,000+ Multi-cloud certified consultants	2,100+ MuleSoft certified architects and developers

Transforming engagement with Salesforce Life Sciences Cloud and Capgemini

Salesforce Life Sciences Cloud is redefining what's possible in life sciences engagement—breaking down silos, personalizing experiences at scale, and enabling smarter, more connected interactions across the value chain.

Capgemini is the end-to-end partner with the industry expertise and platform experience to turn the transition to Salesforce Life Sciences Cloud into true transformation.

Ready to elevate your customer engagement? Reach out today to schedule a consultation and explore how our team can help you reimagine engagement with Salesforce Life Sciences Cloud.

Our Salesforce and industry leaders:

Thorsten Rall

Life Sciences Global Industry Lead

Katerina Hubka

Salesforce Global Partnership Lead

To learn more about our partnership and solutions with Salesforce, [visit www.capgemini.com/salesforce](http://www.capgemini.com/salesforce). You can also [learn more](#) about how we help life sciences companies transform HCP engagement.





About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market leading capabilities in AI, generative AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2024 global revenues of €22.1 billion.

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