

## THE STATE OF DATA SECURITY



**87 PERCENT** of the world's population uses a mobile phone

Almost **7 BILLION** mobile users are texting, taking selfies, shopping, trolling crushes on social media, and answering emails daily



**73** new data breaches in the United States affected **3,451,574** people in one month (September 2024) alone

In the first half of 2024, data breaches exposed **7 BILLION RECORDS**



A recent breach in national public data exposed the data of approximately **2 BILLION AMERICANS** and published it on the dark web

SOURCES:

IT Governance USA, DataReportal, Security Intelligence

**Data security is more crucial than ever for the telecom industry.** With millions of customers relying on telecom providers to keep their personal information safe, ensuring robust data protection measures is a top priority.

At Simplus, we believe that the telecom industry requires enhanced security and data protection. This can not be achieved solely through robust tools as it also requires a strategic approach to transform an organizations' technology, processes, and results. Our Business Transformation Services (BTS) team integrates Salesforce's Agentforce with Simplus' deep expertise in telecom.

## KEY AREAS OF FOCUS

- **Strategic Security Planning:** BTS helps telecom providers design comprehensive security frameworks tailored to their unique operational and regulatory challenges.
- **Integrated AI Solutions:** By combining Agentforce's AI capabilities with Simplus's industry insights, we deliver real-time threat detection, encryption, and compliance management that evolves with emerging cyber threats.
- **End-to-End Transformation:** Our expertise extends beyond data protection to include process optimization, customer experience enhancements, and operational scalability—ensuring long-term resilience and competitive advantage for telecom providers.

BTS is committed to enabling our telecom customers in navigating the complex landscape of digital transformation while ensuring security be kept at the forefront of a protected, compliant, and customer-centric telecom ecosystem.

## THE ANSWER

For data resilience and security, Salesforce Agentforce Agent Builder is a game-changer for the telecom industry in improving data security. This innovative tool leverages advanced artificial intelligence to create tailored security solutions that address telecom providers' unique challenges. With Agentforce Agent Builder, telecom companies can stay ahead of cyber threats and ensure the safety and integrity of their data.

**The Agentforce Agent Builder** enables telecom companies to implement proactive measures that safeguard their networks by analyzing vast amounts of data and identifying potential vulnerabilities.

Agentforce can also **automate threat detection and response**, ensuring that security incidents are swiftly and effectively mitigated. Additionally, the custom builder **supports compliance with industry regulations**, providing detailed reporting and continuous monitoring to keep data protection standards high.

### AGENTFORCE SUPPORTS TELECOM DATA PROTECTION & SECURITY



#### ENHANCED DATA ENCRYPTION

Agentforce provides robust encryption protocols to secure sensitive customer data in transit and at rest. This ensures that any intercepted data remains unreadable to unauthorized parties, maintaining confidentiality and integrity.



#### REAL-TIME THREAT DETECTION & RESPONSE

Agentforce can monitor network traffic and detect real-time anomalies with advanced AI and machine learning algorithms. This allows for immediate identification and response to potential cyber threats, minimizing the risk of data breaches.



#### COMPLIANCE MANAGEMENT

Agentforce helps telecom companies comply with industry standards and regulations, such as GDPR and CCPA. Automating compliance processes and providing comprehensive reporting tools ensures that all data protection requirements are met and maintained.



#### IDENTITY AND ACCESS MANAGEMENT

Agentforce offers robust identity and access management (IAM) solutions, ensuring only authorized personnel can access critical systems and data. With Einstein Trust Layer, users can feel confident that third-party AI model providers can't access or store Salesforce data.

## WHO IS BTS?

Business Transformation Services (BTS) is part of the Infosys Salesforce practice, dedicated to strategic advisory, consulting, and architecture capabilities to deliver accelerated value from technology, process, and people investments. BTS drives transformational programs forward by leveraging the power of the Salesforce platform and supporting the ecosystem with real-world scalable solutions while providing an end-to-end vision and journey of the technology and process change landscapes needed to support front-to-back office program success. BTS boasts expertise across Salesforce enterprise products, works in all major industries, and extracts key objectives to deliver customer-specific value for enterprise transformation programs.

*Ready to ignite your AI journey?  
Connect with us today!*



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## WHY SIMPLUS

Simplus stands out in the Salesforce ecosystem by offering a unique combination of deep industry expertise, innovative solutions, and a customer-first approach.

**Unmatched Expertise:** With years of experience across industries, Simplus has developed a strong reputation for delivering tailored solutions that align with each client's specific goals. Our consultants bring a blend of technical proficiency and strategic insight, ensuring that every implementation drives measurable results.

**Comprehensive Ecosystem Support:** As part of the Infosys Salesforce practice, we leverage an expansive network of resources and partnerships to deliver cutting-edge solutions. From strategic advisory to implementation and post-deployment support, we offer end-to-end services to maximize the value of your Salesforce investment.

**Proven Track Record:** Simplus has successfully executed hundreds of Salesforce projects, consistently achieving high customer satisfaction and measurable business outcomes. Our portfolio of success stories highlights our ability to adapt and deliver in complex, fast-moving industries including telecom.

**Focus on Innovation:** We prioritize innovation by integrating advanced technologies such as Agentforce. This ensures that our clients stay ahead of the curve and maintain a competitive edge in their industries. Our innovation teams lead the industry in Agentforce telecom with dozens of prebuilt use cases and agents available for client adoption.

**Customer-Centric Approach:** At Simplus, the customer is at the heart of everything we do. We work collaboratively to understand your challenges and aspirations, crafting solutions that are not only effective but also easy to adopt and scale.