

Aryaka's Journey to On Time Delivery and Scalable Growth through a Unified Salesforce Core



The Customer

Aryaka, specializing in wide-area software-defined networking connectivity, application delivery, and network security, needed a robust Salesforce implementation to support its growing client base and evolving operational demands.

The Challenge

Aryaka faced challenges managing its expanding operations due to CPQ performance issues, delivery bottlenecks, and the absence of a structured project management approach. These gaps hindered their ability to streamline sales, service, and quoting processes—affecting both operational efficiency and customer satisfaction.

The Solution

CriticalRiver partnered with Aryaka to implement a tailored Salesforce solution addressing these pain points. The initiative included:

- Salesforce Sales Cloud: Enhanced sales operations and improved customer interactions
- Salesforce Service Cloud: Streamlined service inquiries and faster issue resolution
- Salesforce CPQ: Optimized the quoting process for speed and precision
- Scrum Methodology: Enabled agile delivery and priority-based task execution
- This comprehensive setup helped Aryaka improve workflows, scale effectively, and elevate client satisfaction.

The Results

CriticalRiver's Salesforce expertise and agile execution significantly enhanced Aryaka's operational efficiency, minimized downtime, and strengthened customer interactions. The transformation built leadership confidence, unlocked scalable growth, and provided a future-ready Salesforce platform aligned with Aryaka's strategic goals.

Impact Delivered

- 98% on-time delivery for projects achieved
- 500+ BIS tickets resolved, ensuring system stability
- 80+ agile sprints delivered: on time, every time, and counting
- 50+ transformation projects completed and counting

Solution Components

- Salesforce Sales Cloud
- Salesforce Service Cloud
- Salesforce CPQ