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Salesforce for Manufacturing

Industry Trends and POV

Andrew Witherspoon, AVP
Manufacturing Industry Advisor



Transforming Experiences in Every Manufacturing Segment

Equipment

SIEMENS

KOMATSU



Industrial Products

Schneider Electric

Fike

Honeywell



Parts Suppliers

TENNECO



GOODYEAR

APTIV



Building Products



CertainTeed
SAINT-GOBAIN



Chemicals



3M

EASTMAN



Agriculture



BUNGE

Materials / Other



And many more

Tony Gondick
Head of CRM
Kawasaki Engines

Kawasaki
— ENGINES —



Trends & Imperatives

Manufacturing Is Facing Unprecedented Change

Deploy Digital Experiences



Manage customer, value chain partners, and employee interactions on a common platform integrated with the back office.

Transform Customer, Partner and Employee Engagement Across the Product Lifecycle

Become a Data Driven Organization



Leverage integration and analytics to eliminate data silos and drive smarter interactions across your ecosystem.

Deliver Agility Across the Value Chain by Leveraging Data

Develop New Business Models



Engage customers and value chain partners with new service and experience based solutions that differentiate the product / business.

Go Beyond the Product with Connected Service & Aftermarket Business Models

Prepare for the Future of Work



Manufacturers need to prepare for the future of work by capturing knowledge and enabling the next generation workforce.

Prepare for the future of engagement, collaboration, and digital processes to position employees for success.

Sustainability



Reduce waste and input costs and managing the ever increasing impact of waste and changing regulatory requirements.

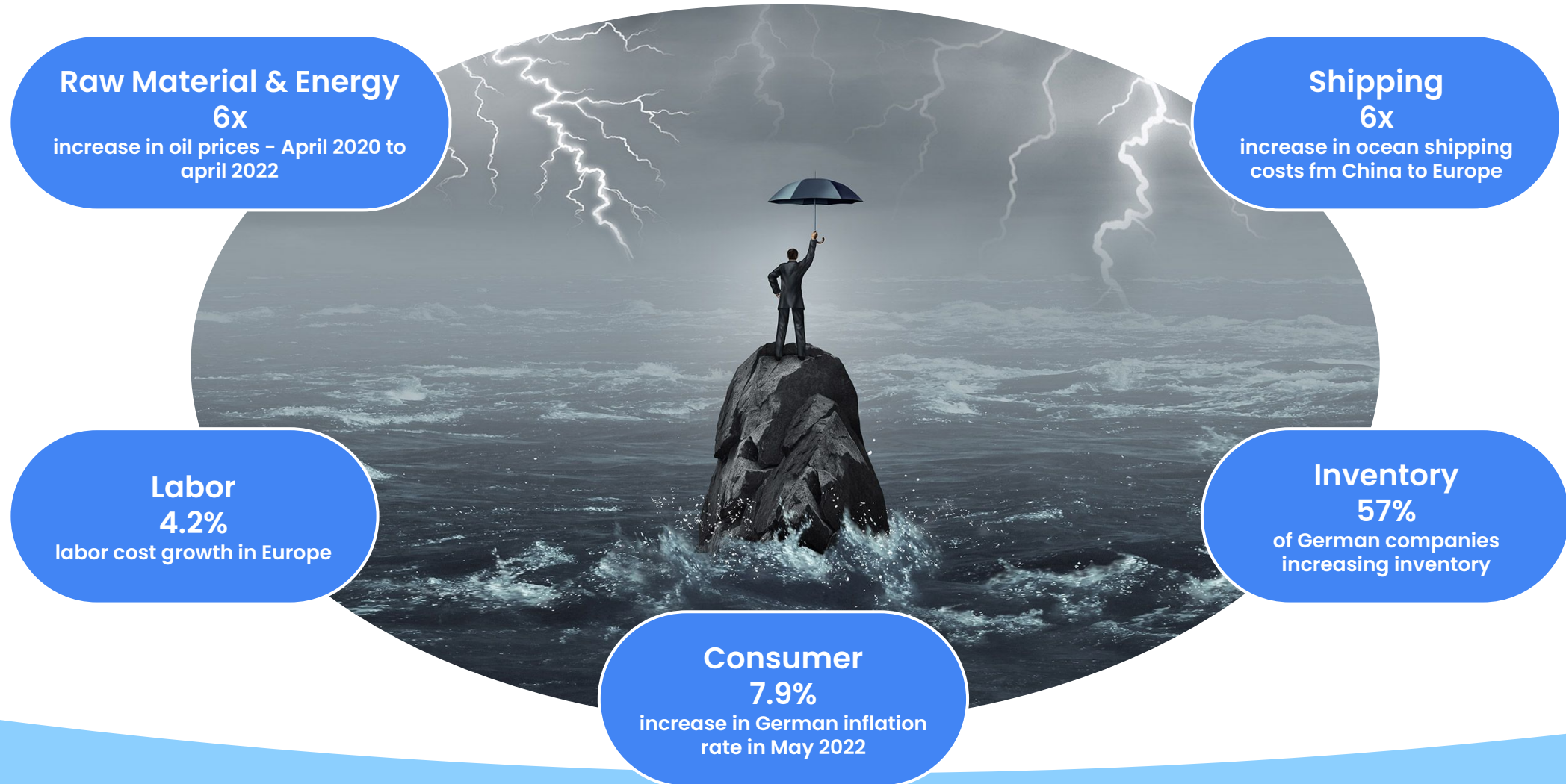
Enable closed-loop accountability across the value chain

Trends

Imperatives

Perfect Storm...

... affecting the full value chain



Out in stormy waters, the harbor is nowhere near

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Challenges

Implications



Increased volatility

57%

Share of companies increasing inventory
(Germany)

Rapid data insights and planning cycles



Higher input costs

+45%

Increase in manufacturer input costs
(Germany, YoY 08/2022)

Pricing agility with a focus on top segments/products



Threatened profitability

+1.5%

Expected EU economy growth in 2023
(Real GDP)

Commercial excellence acceleration

Transformation can be Challenging

But Manufacturers are Responding



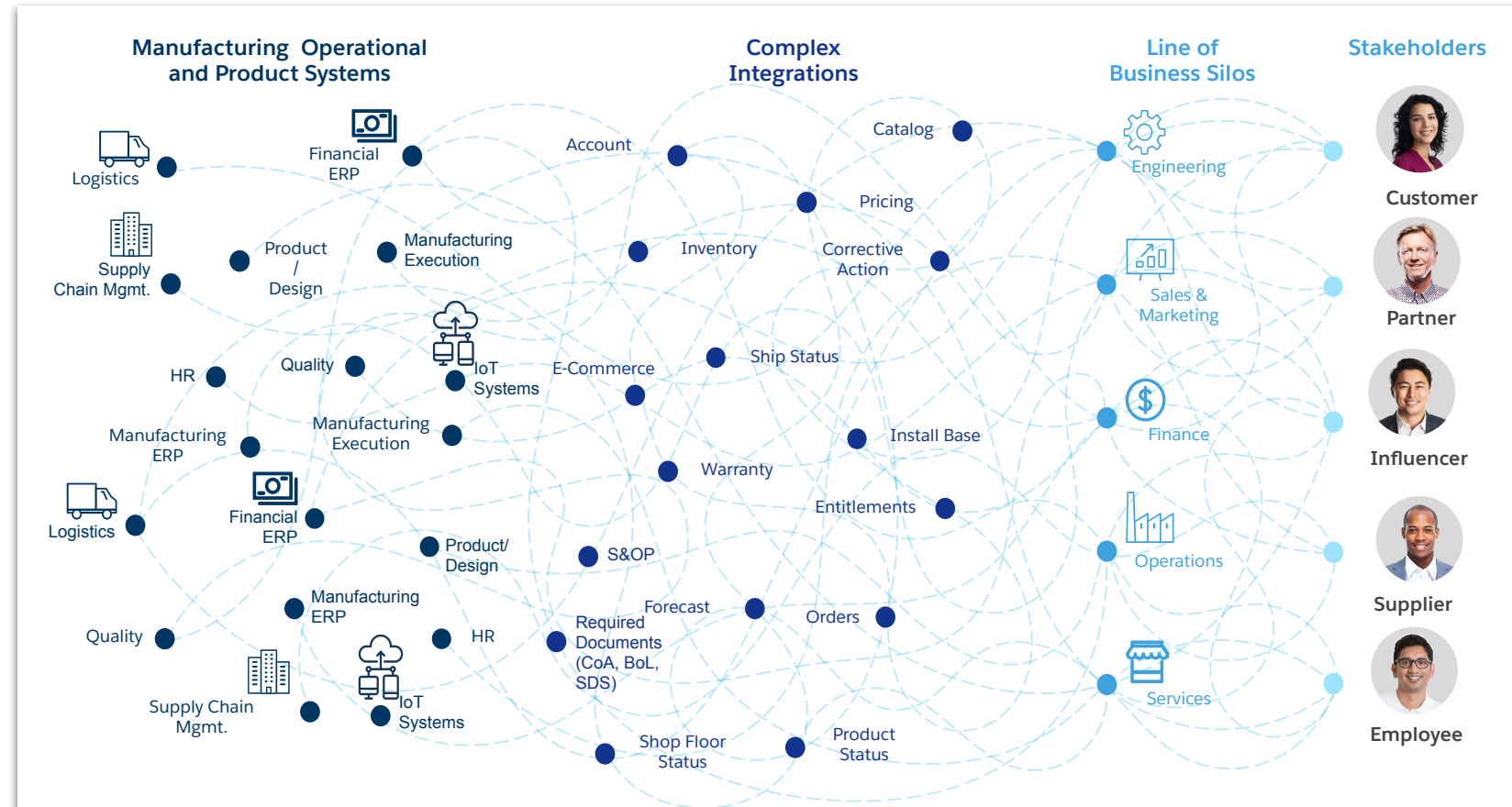
Become data driven

Digitize and Automate

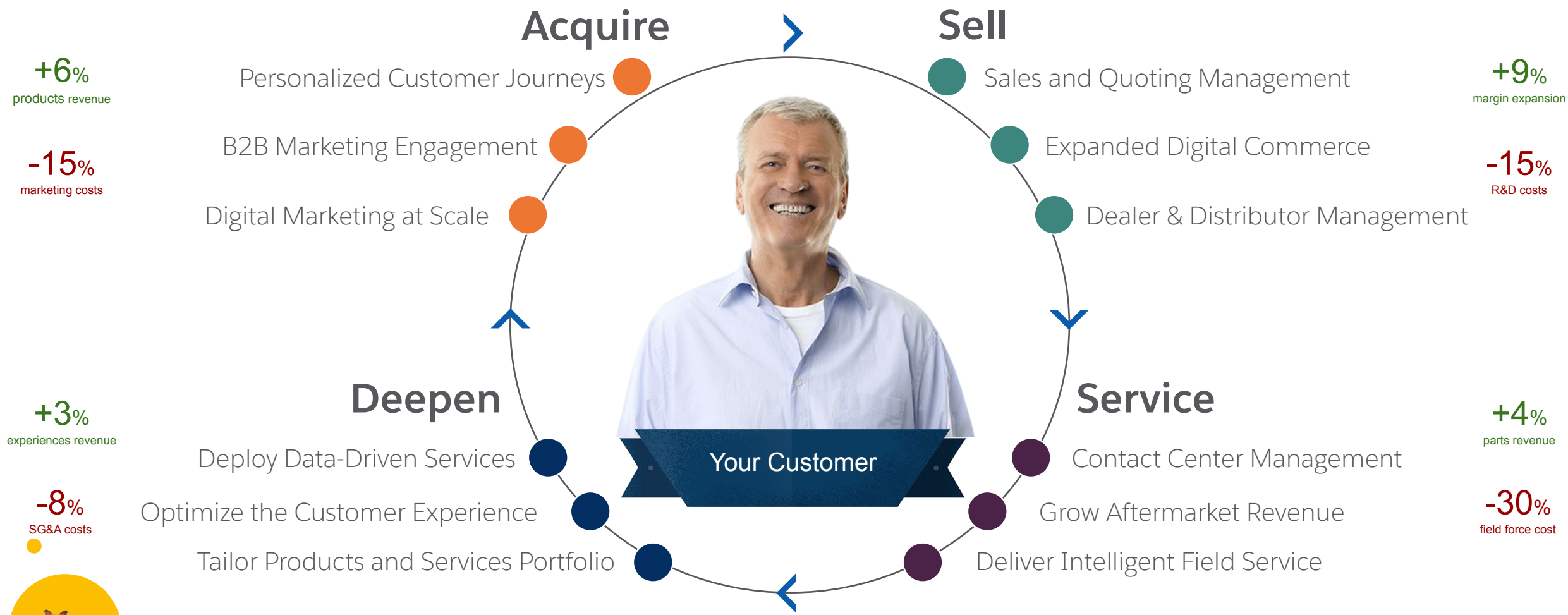
Adapt to changing workforce

Develop new business models

Focus on sustainable operations

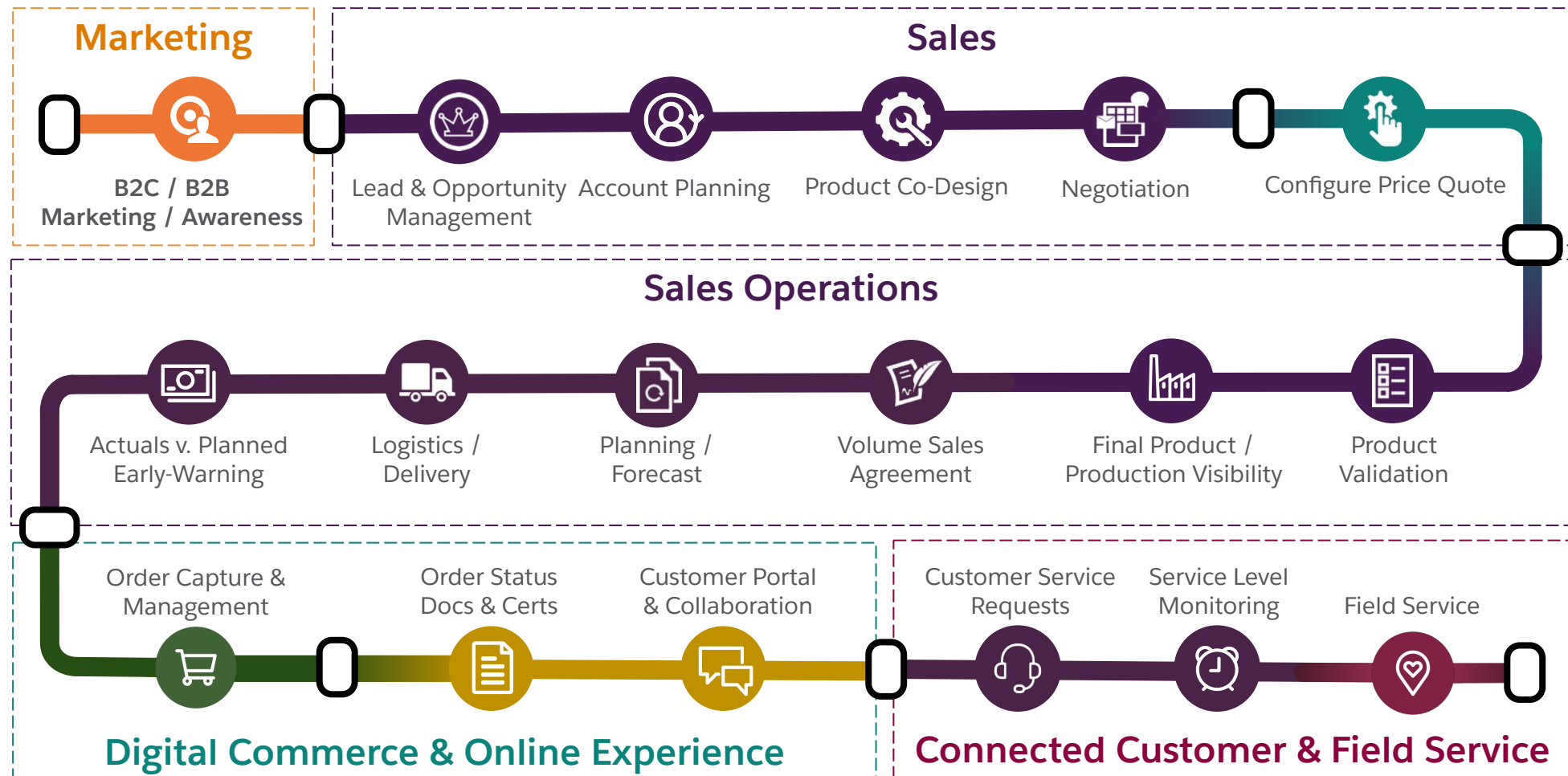


Customer & Digital First Roadmap



Source: "The Trillion Dollar Opportunity for the Industrial Sector", McKinsey & Co., 2018

A Roadmap to a Unified Customer Experience



Operational Systems



Back Office

Connected Products, Services & Suppliers





How Can Salesforce Help

Accelerating digital experiences across your value chain



Modernize commercial operations

Manage your complete book of business from sales opportunity through order to cash.



Transform the service experience

Enable faster & smarter service experiences optimized from the contact center through field service to the customer



Simplify partner engagement

Drive greater supplier and channel partner visibility, engagement, and performance.



Enable the workforce of the future

Enhance employee productivity, engagement, and agility with modern experiences for the work-from-anywhere world



Translate data into insights and action

Integrate legacy systems and enable better decision making and execution powered by AI, analytics, and the Salesforce platform.

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Thank you

