BTS
BUSINESS TRANSFORMATION SERVICES
SALESFORCE | POWERED BY AI

DATA CLOUD FOR
MANUFACTURING

Data Cloud enables every part of the manufacturing business to get work done better. Whether it's opening up opportunities for sales or supporting sales ops in run rate business management or recommending service visits and account growth whitespace, Data Cloud has the holistic vision to tie it all together.

Create UNIFIED Customer Profile → **Calculate & Stream INSIGHTS** → **Orchestrate ACTION**

Some of the most compelling use cases for Data Cloud in the manufacturing space revolve around asset management. For example, with Data Cloud at the helm, you can create a consistent client identifier for a given account that synthesizes all relevant information regarding their touchpoints, assets in use, asset needs, etc. from other systems. This creates an opportunity customer ID mapping to track and monitor performance of all assets, as well as enhance those assets with interconnected components, features, software, etc. Manufacturers can then take action with these Data Cloud insights to deliver proactive service or predictive maintenance on products, create case resolution files, and explore upsell opportunities.

DATA CLOUD BENEFITS BY PERSONA

Customers
can benefit from manufacturing companies who can recommend solutions, have value-based pricing, provide prescriptive services, and offer better collaboration all through data driven insights.

Service Agents
can interact with accounts to proactively and predictively recommend services and solutions through data derived from asset performance monitoring.

Supply Chain
can leverage data and insights to enhance activities, such as optimizing inventory levels, and identifying potential supplier issues.

Finance
benefits from data-driven insights to external customers through sales agreements and active orders to manage run-rate business and track the health and revenue of each account in a more real-time fashion.

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Simplus can perform a strategic assessment within two weeks to craft a tailored pathway toward Data Cloud for your organization. This encompasses identifying use cases and architectural design as well as preparing a pragmatic project plan to lay the foundation for a data-driven revolution.

DELIVERABLES

- **Use Cases and Business Value:** A curated list of practical use cases paired with an analysis of potential value and benefits

- **System and Data Architecture:** A detailed depiction of the proposed system and data architecture for a clear vision of how Data Cloud will integrate with and enhance your existing ecosystem.

- **Initial Project Plan and Budget Proposal:** Outline of initial steps, milestones, timelines, and a comprehensive estimation of the resources and investment required for successful Data Cloud implementation.

Informed Decision-Making

Risk Mitigation

Value Optimization

Salesforce Business Transformation Services

Maximize customer experience at every touchpoint with strategic guidance from our industry specialists

Salesforce Delivery Services

Make your customer experience vision a reality with a results-driven, hybrid Salesforce delivery model that combines local expertise with global development capacities

Salesforce Innovation Center

Salesforce Strategic Services

Ensure your Salesforce instance is always maintained, up-to-date, and optimized with your customers in mind

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