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# From Sales and Service to **SUCCESS**

The Salesforce Manufacturing  
Cloud transformation story

Part I



## CHALLENGES IN THE MANUFACTURING INDUSTRY

Entire manufacturing industry had been facing a multitude of technology and business challenges a decade ago. Some of the most common challenges were related to:



**Supply chain management**



**On time connect with dealers and end customers**



**Faster and personalized customer service**



**Product quality and innovation**



**Regulatory compliance**



**Unification of customer data**

The ultimate CRM solution to these challenges were Salesforce Sales Cloud and Service Cloud. While Salesforce Sales/Service Cloud offers a robust set of features and capabilities for sales/service management, it may face certain challenges when implemented for the manufacturing industry. Here are some challenges that organizations may encounter



**Complex pricing and discounting processes**



**Real time production and inventory data**



**Complex product hierarchies and bill of material**



**Manging spare parts and inventory**



**Optimize scheduling, dispatching and tracking**



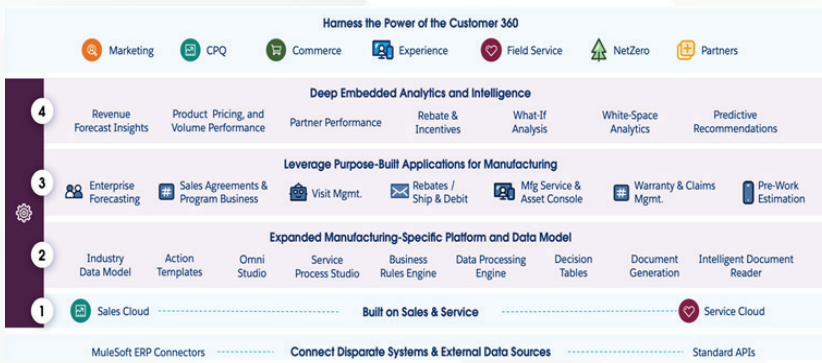
**Manage RMAs and track product repair histories**

Part II



## INTRODUCING SALESFORCE MANUFACTURING CLOUD

Manufacturing Cloud is a specialized industry solution developed by Salesforce specifically for the manufacturing sector. Manufacturing Cloud extends Sales Cloud and Service Cloud with industry-specific capabilities. It is designed to address the unique needs and challenges of manufacturers by providing a comprehensive set of tools and capabilities to streamline operations, optimize sales processes, and improve collaboration within the organization.



### Some of the key features of Manufacturing cloud includes (above Sales and Service cloud)



**Account-Based Forecasting**



**Sales agreement management**



**Order management**



**Production planning and scheduling**



**Warranty management**



**Service lifecycle**



**Asset Service Console**



**Real-time Insights and Analytics**



**Rebate management**



**Integration with wider ecosystem**

Part III



## WHY MIGRATE FROM SALES/SERVICE TO MANUFACTURING CLOUD

Improved visibility and predictability on Sales agreements



Efficiently manage service contracts, warranties, and service-level agreements



Manage account and product forecasting accurately forecasting mobile app, opportunity splits



Create and track order effectively through Contracts, Sales order, Product and Price books, quotes



Get real time insights through advanced reporting features, purpose built & contextual analytics app



Incentivising partners and customers through Rebate Management



Part IV



## KEY PERSONAS WHO CAN USE MANUFACTURING CLOUD



Original equipment manufacturers (OEMs)



Production suppliers



Distribution or aftermarket manufacturers



Process manufacturers



Oil and gas producers



Companies that manage run-rate, on-going or long-term business



Companies that want to manage their end-to-end rebate incentive strategies

Part V



## CRITICAL SUCCESS FACTORS FOR MIGRATION TO MANUFACTURING CLOUD

Understand existing customizations on Sales/Service Cloud

Map Manufacturing Cloud capabilities with organization's business processes

Plan data migration from Sales/Service Cloud to Manufacturing Cloud effectively

Configure Manufacturing Cloud according to your organization's business processes

Plan systematic organisation change management process

KPIs to measure the performance of Manufacturing Cloud







## HOW CAN AETHEREUS HELP YOU IN THIS TRANSFORMATION JOURNEY

Aethereus is a 5X award winning Salesforce boutique specialised in deep Manufacturing processes. Following are some of the areas where we can help Reimagine your experiences thus Amplifying business impact:



**Conduct health checks to determine the glide path to Manufacturing Cloud**



**Business Process benchmarking and optimization to understand white spaces in areas like sales agreements, account based forecasts**



**Enable Manufacturing Cloud with rich analytics and insights**



**Upgrade to newer Manufacturing Cloud features like service, warranty and preventive maintenance**

Get started today - with  
**AETHEREUS MANUFACTURING CLOUD UPGRADE PACKAGE.**  
Starting at \$ 30,000 in 4 weeks.

