



Manufacturing Cloud for Service

Global Product Launch together with DIA

“We transform the way our clients do business. We guide them to lead the digital transformation in their industry. Our Manufacturing clients benefit from our experience and expertise in the industry.”

Hendrik Adam, CEO



As part of DIA's Manufacturing Cloud Accelerator Program, our experts are continuously working on an industry package that includes a collection of pre build components to solve industry use cases, extend Salesforce capabilities and accelerate implementation.



Success Story



LG Electronics is one of the world's leading manufacturers of consumer electronics, mobile communications and household appliances. LG Consumer & Business Electronics produces intuitive, energy-saving and innovative consumer electronics that set new standards. From TV sets to mobile phones to air conditioning and washing machines - the wide range of products from LG Germany impresses with its ease of use, intelligent technologies, excellent design and low energy consumption.



Project. Distribution Platform



Our task

LG Electronics manages its distribution partners and dealers in Germany with its own employees and partners. A central distribution platform is implemented in order to precisely record sales data in the market and to manage the partners sales targets and the associated conditions.

Regularly reported sales data are processed via the platform, and project business and the associated project conditions are organized. Partners with POS activities are regularly visited and measures are documented.

Details

- Platform for the support of distribution partners and dealers
- Collection and processing of regularly provided sales data from the market
- Documentation of visits and promotions at the POS
- Documentation of project business and project conditions via the dealer portal
- Loyalty program for retailers



Project. Distribution Platform



Our solution

DIA has developed a distribution platform for LG based on the Salesforce Manufacturing Cloud. Data provided from the market is recorded via the data service, adjusted via the data quality solution from Omikron and made available in Salesforce. There they can be comprehensively evaluated and compared with the agreed goals.

Projects are registered by the dealer via the dealer portal and project conditions are agreed with LG. In the loyalty program, sales figures are rewarded.

Details

- Salesforce Manufacturing Cloud
- Salesforce Experience Cloud
- Integration into internal systems
- Omikron Master Data Management



Let's talk about the **digital future** of your business!



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