



# Cloud4M

## Accelerating transformation for manufacturers

### Your customers expect more

A new, customer-centric approach to manufacturing is transforming organizations as never before. Expanded digital capabilities have empowered businesses to boost efficiency, operate remotely, accelerate performance and build customer loyalty. Integrated customer and connected equipment data is generating meaningful, actionable insights, enabling savvy companies to innovate and set themselves apart.

Customers, meanwhile, are demanding proactive solutions, greater convenience and increasingly value-added services – all while wanting businesses to reduce carbon footprints and demonstrate a higher level of social consciousness.

Success in this new market reality will require responsiveness, connectivity and personalization. Your competitors are embracing it. Your customers expect it. Is your organization keeping up?

### Exceed expectations with Deloitte Cloud4M

Deloitte Cloud4M for Manufacturing, a pre-configured solution accelerator built on Salesforce, empowers your organization to deliver meaningful, responsive customer engagement at every turn. From the very first point of contact right through to aftermarket services, Cloud4M gives your organization the tools to strengthen partnerships, enhance the customer experience and exceed the highest expectations.

Track performance across the full customer and product lifecycle. Drive relevant business insights that you can act on when it matters. Cut implementation time thanks to our proven, pre-built solutions. No matter your vision for customer engagement and technology transformation, Cloud4M will help you get there.

### Choose the right solution for your organization

Cloud4M includes a suite of powerful features, all ready to be tailored to the needs of your business.

#### Accelerate contact-to-cash

With guided B2B selling, go from first contact right through to deal closing, with enhanced account 360, automated visit reporting and advanced CPQ capability.



#### Manage recurring business

Maximize contract value, simplify spare parts sales and collaborate with partners around sales agreements and assets online.



#### Grow service revenue

Build business with multichannel and remote service support, proactive asset maintenance and AR guided field service.



#### Monitor performance data

Track sales, service and sustainability metrics with a pre-built dashboards, then make tangible improvements based on recommended actions.



# Enable responsive customer experiences across every journey from a single platform

B2B Customers | B2B2C Customers | Channel Partners | Sales Reps | Service Adverts | Technicians

## Touchpoints

In person	Phone	Online-Commerce	Online-self-service	Email	Social	Connected Assets
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## Processes and Capabilities

• Automate Contact to Cash • Manage recurring business • Grow service Revenue • Monitor performance data

Market-to-lead	Lead-to-prospect	Prospect-to-contract	Contract-to-Order	Order-to-asset	Asset-to-service	Service-to-renew
Customer Intelligence	Lead Gen, Qualification, Distribution, Nurture	Guided Selling	Contract Management	Order Orchestration	Customer Service Management	Field Service Management
Segment Management	Opportunity Management	Product/Service Catalog Management	Price Management	Fulfillment Management	Service Contracts and Entitlements	Service Parts Management/Commerce
Campaign Management	Account Planning/Channel Management	Quote/Configuration Management	Order Capture & B2B Commerce	ERP Billing & Revenue Management	Warranty & Quality Management	Depot Repair Management
Offers & Journeys	Sales/Channel Performance Management	Sales Agreements/Forecasting	Project Management	Install Base (Asset) management	Predictive/Prescriptive Service Support	IoT Service & Billing
Sales Analytics. Service Analytics, Carbon Emission Reporting						

## Pre-built integration layer













Supply Chain	Asset lifecycle management	Product development	Accounts receivable	Customer master data	Product master data	HR master data	Transactional data
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## Enabled by

### Deloitte IP and Approach

- Customer Journeys/starter business processes
- User centric/iterative approach
- Design thinking
- Deloitte Insights
- Deloitte Digital Factory
- Connected supply chain
- Pre-built integration framework
- Manufacturing data model
- Custom AR APP for field service

### Salesforce Clouds

 Sales	 Commerce	 Service	 Experience
 FSL	 Marketing	 Integration	 Einstein
 Analytics	 Revenue/CPQ	 MFG	 Platform

### Selected Ecosystem Partners

 thingworx®	
	
	
	

For more information, please visit: [deloitte.com/cloud4m](https://deloitte.com/cloud4m)

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