



Salesforce Manufacturing Cloud: Your Digital Transformation Solution

Result-focused manufacturing brands are undergoing digital transformation to stay updated with operations modernization. This change is not surprising, with 88% of customers expecting brands to facilitate their digital initiatives. However, no one wants to be left behind in a highly competitive industry.

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Challenges Manufacturers Face When Choosing a Digital Transformation Solution



Although digitalizing manufacturing is crucial, many questions must be addressed before choosing a platform.

- Will the platform integrate the different teams in the organization?
- Is the platform focused on only solving a current problem or continually evolving?
- Is it scalable and flexible enough to supply the needed speed and accuracy?
- Is it one-size-fits-all, or does it support custom integration?
- Can it cater to both B2B and B2C?
- Is it simple enough to minimize the learning curve?
- Can the solution be implemented in phases or all at once?
- Can the available budget accommodate the solution
- What is the implementation success rate?
- Does the implementation require expert assistance?
- And the big one - is the solution worth the resources?



The answers to these questions often point manufacturers towards Salesforce Manufacturing Cloud.



What Is Salesforce Manufacturing Cloud?

Salesforce Manufacturing Cloud is the number one digital transformation platform for manufacturers looking to enter the new era of customer experience, relationship, and data visibility. It is an industry-aligned platform for manufacturers to unify sales planning and forecasting for greater visibility and collaboration across their entire ecosystem by giving deep insight through the latest sales agreements and account-based forecasting solutions.

The solution has add-ons that give even higher performance and outcomes. Add-ons like Manufacturing Cloud Analytics, Rebate Management, and Community Cloud for partners, take transparency and collaboration to the next level.

Benefits of Salesforce Manufacturing Cloud

Industry 4.0 revolutionized manufacturing with automation, real-time data analysis, cloud, chatbots, AI solutions, etc. However, the industry's relatively slow adoption is attributed to the often perceived complexity of solutions and uncertainty of benefits and outcomes.

At rSTAR, we highly recommend Salesforce Manufacturing Cloud because the platform and add-ons are built specifically for the industry.

Benefits of Salesforce Manufacturing Cloud include:

Unified Planned Volume and Revenue

Salesforce Manufacturing Cloud has features that give a unified view of planned volumes and revenues versus actual orders. This delivers predictability and transparency across an entire ecosystem.

Better Visibility between Operations (Supply Chain), Finance, and Sales Teams

Salesforce Manufacturing Cloud enhances visibility and collaboration between teams, and this helps better operations and reduces latency in the planning process.

Enterprise Account-Based Forecasting for Better Accuracy and Planning

Integrating Salesforce Manufacturing Cloud helps keep consolidated and updated data that improves overall forecast accuracy.

Relevant OOTB Analytics to Better Analyze, Predict, and Plan

Salesforce Manufacturing Cloud gives access to updated OOTB analytics which help improve insights discovery, outcomes analysis, results prediction, and strategic planning.

Better Managed Sales and Sales Infrastructure

Salesforce Manufacturing Cloud supports better management of the sales structure through simplified rebate management and effective planning of incentives for partners, distributors, and critical supply chain stakeholders.

Assists KPIs with Setup and Management

It helps manufacturers better manage KPIs and makes it easy for sales teams to understand, work towards, achieve, and archive organizational targets.

Additionally, the Salesforce Manufacturing Cloud helps manufacturing brands to:

- Modernize commercial operations
- Simplify partner engagement
- Transform service experiences
- Facilitate digital transformation
- Leverage embedded analytics
- Consolidate the source of truth for your run rate business
- Manage rebates
- Capture a holistic view of predicted volumes and demand



What To Know Before Salesforce Manufacturing Cloud Implementation

Although Salesforce Manufacturing Cloud offers many benefits, one out of three integration projects fail, and 43% of CRM users utilize less than half the features of their system. As a result, implementing Salesforce Manufacturing Cloud can either be a success story or a costly mistake.

Here are features and add-ons to consider before and while implementing the Salesforce Manufacturing Cloud:



Core Manufacturing Cloud

This product feature has sales agreement, account forecasting, and target setting. It allows the definition of the required parameters and customer metrics to help inventory management. Consider all stakeholders—customers, sales, and operations—to ensure all needs are met and implementation is successful

Partner Community Cloud

This Manufacturing Cloud add-on enables collaboration between partners—sharing sales agreements, opportunities, leads, etc. It empowers collaborators using rebate management to make changes to parameters, submit claims, and view the status of claims. This add-on requires a separate license for those without a community cloud license.

Rebate Management

The rebate management add-on allows manufacturers selling through distributor channels to manage incentives to partners, distributors, and customers. It aids the tracking of each purchase or sale against the trade agreement so an accrual can be made and claimed. Manufacturers can leverage this add-on to automate and use intelligent analytics for rebate programs.

OOTB Analytics Based Out Of Tableau

Salesforce offers several out-of-the-box (OOTB) analytics that give manufacturers insights into essential statistics to help them manage and grow their business, such as:

- See which accounts are the best performers and which need attention.
- Discover whether or not a customer is meeting the product purchase quota per the sales agreement.
- Use OOTB analytics to show which products are performing well and which are underperforming.
- Learn if a new product is selling well or not.
- Track which rebate program was successful in terms of sales increase for a specific period.

This add-on, like the partner community cloud, requires a separate license.

To use Manufacturing Cloud and the rebate management software effectively, integrate with some innovative back office systems (ERP, order management system, etc.). For example, Salesforce provides OOTB templates based out of MuleSoft to help SAP ERP integration.

Key Takeaway

Salesforce Manufacturing Cloud is a robust platform for manufacturers. Before hopping on board, define challenges, understand how the product solves these challenges, ask the right onboarding questions, and work with specialists to integrate the most relevant add-ons that maximize results.

We Can Help

rSTAR Technologies has the most experienced IT specialists, and we deliver a complete custom Salesforce Manufacturing Cloud solution. Working with us gives manufacturers scalability with room for continuous innovation.

We are Salesforce implementation partners, and we help manufacturers build their systems from scratch and achieve results. Our team of Salesforce specialists starts with an evaluation, then integrates Salesforce with add-ons and existing ERP or back-office systems (Oracle, Infor or SAP, or home-grown custom solution) to ensure a proper mix of automation and required licenses.

Reach out to us to discuss your challenges, and we will help you implement a successful Salesforce Manufacturing Cloud integration.



About rSTAR

rSTAR is a full-service specialized system integrator built to transform leaders in the asset-intensive industries (Manufacturing, Utilities, and Construction) into business value all-stars by focusing on digital transformation initiatives.

 rstartec.com

