

Unlocking Manufacturing Excellence with Salesforce Manufacturing Cloud Solutions

Technical Document



Introduction

In today's highly competitive and evolving manufacturing landscape, manufacturers have started to look beyond efficiency and quality in production processes. As customer expectations increase, manufacturers have recognized the need for building strong customer relationships to gain competitive advantages and increase profitability. Customer Relationship Management (CRM) platforms can be a game-changer in the manufacturing industry. It empowers manufacturers to manage customer interactions throughout their journey—from establishing initial contact to after-sales support. Safe product delivery and after-sales services are as important as closing a deal for manufacturing companies. CRM for manufacturing also assists in keeping track of any warranty, repair, service issues, inquiries, rebates, and service calls. These capabilities result in quicker resolution and reduced delays for customers.

A specifically designed CRM for manufacturing can provide detailed and valuable insights into operations, inventory management, order processing, warehousing, and distribution chains. An intelligent supply chain can deliver phenomenal results by allowing businesses to effectively manage production schedules.



Figure 1: Customer-centric insights

Need for a manufacturing-focused CRM

For a decade now, the entire manufacturing industry has been facing a multitude of technology and business challenges, which include:

- Lack of a system that understands the language of the manufacturing industry.
- Absence of efficient ways to accurately forecast demand.
- Inadequate account planning.
- Struggle in maintaining and managing ideal levels of inventory, reducing overstocking and understocking.
- Need for improvement, coordination, and management of supply chain touchpoints.
- Urgency for enhanced and improved customer services.
- Difficulty in managing rebates and incentives.

Businesses lack effective monitoring systems that would allow them to forecast their business run rate, manage customer demands, and collaborate with partners effectively.

Therefore, manufacturers are looking for a platform that aids businesses in overcoming these challenges. This platform should also provide an accurate and modern approach to adapt to rapidly changing market needs.



How can Salesforce Manufacturing Cloud help?

Salesforce Manufacturing Cloud is a specialized industry solution by Salesforce developed 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 with a comprehensive set of tools and capabilities. The solution streamlines operations, optimizes sales processes, and improves collaboration within the organization.



Figure 2: Capabilities on top of sales and service cloud

To leverage the capabilities of Salesforce Manufacturing Cloud, LTIMindtree has developed a quick launch accelerator. This accelerator can fast-track cloud implementation and migrate from legacy CRMs or Salesforce Sales/Service Clouds.

Our quick launch accelerator

Our 360-degree quick launch approach is focused on identifying business and industry goals. It prioritizes requirements, maps platform features, and creates an actionable execution plan.

Built on top of Salesforce Manufacturing Cloud, the accelerator helps organizations migrate from the existing Sales/Service cloud. It delivers excellent business visibility and helps to collaborate effectively with the sales and operations teams.

Our 360-degree quick Launch approach is focused on identifying business & industry goals, prioritizing requirements, mapping platform features, and creating an actionable execution plan.

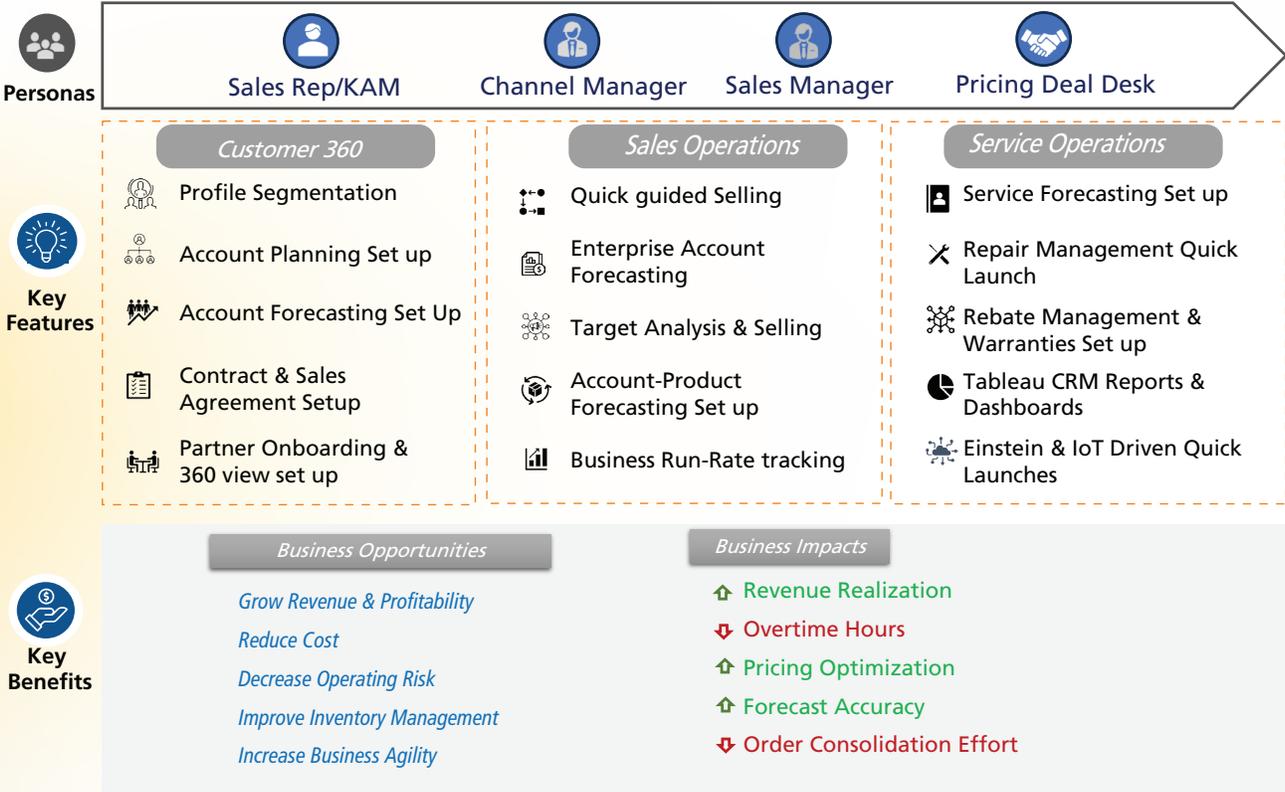


Figure 3: Manufacturing industry CRM value chain

Solution capabilities

| Unified platform | Purpose-built data model |
|--|---|
| <ul style="list-style-type: none"> • Manage all customer-centric operations across the value chain. • Seamless account-based forecasting along with target selling and managing rebates effectively. | <ul style="list-style-type: none"> • Data model with out-of-the-box objects, processes, and frameworks. • LTIMindtree’s migration template to execute transformation logic via DL/DPE/third-party Extract, Transform, And Load (ETL). |

Table 1: Solution capabilities

Additional capabilities

- Ability for manufacturers to meet commitments and run a more streamlined business
- Create accurate business plans by accessing instant reports that provide insights on product performance that are vital
- With a 360-degree view of operations, manage and track inventory efficiently
- Enable guided journeys and process automation, which leads to better experience and reduced time for sales agreements management
- Unified omnichannel experience enables different business siloes to coordinate and work together

LTIMindtree’s readily available Manufacturing Cloud process libraries provide a head start in creating functional capabilities, process flows, and user stories.

A platform-driven approach is adopted to align with Salesforce-defined best practices, which can:

1. Drive faster adoption of Manufacturing Cloud with quick start guides for functional and technology teams.
2. Quickly and efficiently migrate attributes and data from Salesforce or legacy platforms through a templated migration approach.
3. Create an actionable roadmap with transformational and incremental platform features.
4. Provide proactive monitoring of execution against a ready set of performance metrics.



Figure 4 Salesforce Best Practices

Benefits of our quick launch accelerator

Our quick launch accelerator has varied benefits that can be leveraged to maximize returns and derive increased value.

| | |
|---------------------------------------|---|
| Improved Account Forecasting | <ul style="list-style-type: none"> A. Create a unified and accurate demand forecast B. Bring your run-rate business into the CRM C. Drive account team performance and productivity |
| Transformed Service Experience | <ul style="list-style-type: none"> A. Drive efficiency with automated service B. Improve service parts forecast C. Elevate the voice of the customer |
| Unify Sales & Service | <ul style="list-style-type: none"> A. Close new business faster B. Create a unified and accurate demand forecast C. Drive efficiency across sales & service areas |
| Simplified Partner Engagement | <ul style="list-style-type: none"> A. Empower sales teams to optimize customer(s) incentive(s) B. Increase channel partner visibility into rebate programs C. Optimize & automate incentive programs |
| Predictive Insights | <ul style="list-style-type: none"> A. Grow revenue and margins B. Empower teams with AI-powered guidance C. Enable data-driven decision-making |
| Accelerate & Automate | <ul style="list-style-type: none"> A. Transition to digitalization fast and smooth B. Reduce integration complexity C. Improve information sharing & collaboration |

Table 2: Benefits of the quick launch accelerator

Interested?

To learn more about how LTIMindtree's manufacturing quick launch accelerator can help your business get to the future faster, please connect with us at info@ltimindtree.com

References

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