



UNLOCK THE POWER OF MANUFACTURING CLOUD

salesforce

with Turnberry Solutions

THE TURNBERRY DIFFERENCE

Our holistic approach to Salesforce solutions is rooted in comprehensive industry knowledge, deep platform expertise, and dedication to seeing each client for its individual needs and objectives.

Only 50 Salesforce partners worldwide implement Manufacturing Cloud for clients, and Turnberry is one of those 50. What's more, we're not just capable of Manufacturing Cloud implementations, but we specialize in them. Why? Time and again, we've seen clients struggle to harness the value of this powerful tool – sometimes giving up because of a subpar implementation, poor training, or low adoption – and we are passionate about changing that.

A successful Salesforce implementation is never one size fits all, which is why Turnberry's holistic approach makes all the difference for client success. Our expertise in Manufacturing Cloud, together with our passion for truly understanding your business and working alongside you to build a solution, has led to a proven track record of empowering clients to realize the value of their Salesforce investments.

UNDERSTANDING MANUFACTURING CLOUD

Every organization has unique processes and custom needs; this is true everywhere but is especially prevalent in the manufacturing industry. Manufacturing Cloud is a powerful tool that can help businesses **increase efficiency, lower costs, and improve ways of working** – but a successful implementation requires comprehensive understanding of the business and meaningful customization of the tool, as well as thorough training and change management for users.

Maybe you are considering a shift to Manufacturing Cloud but aren't sure if the investment will be worth the return. Perhaps you have implemented Salesforce and even purchased Manufacturing Cloud licenses, but don't know how to bring the tool to life for your organization. Or maybe you have already implemented it, but adoption is low, and you're struggling to see how this will ever meet your organization's unique needs. Turnberry's Salesforce consultants have encountered these challenges on every client engagement, so we are experts at **understanding your business** and **building solutions that work**.

HARNESSING THE POWER OF MANUFACTURING CLOUD

At its core, Manufacturing Cloud gives you the ability to strengthen relationships with your business partners and get more value out of every product you develop and build.

A thoughtful implementation will allow you to better understand your distributors, so you can evolve your production, relationship management, and sales strategies to match.

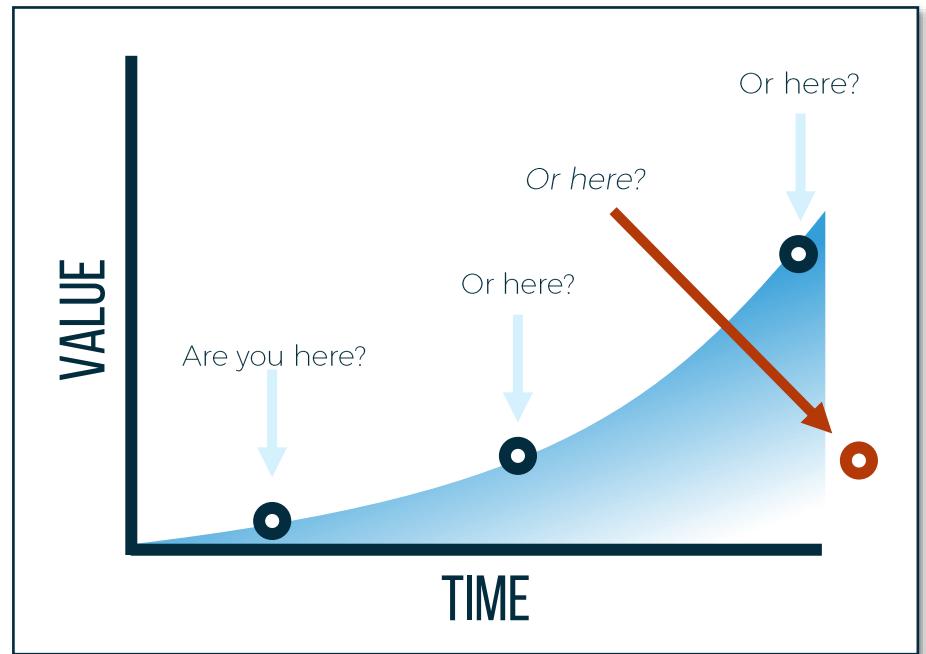
Manufacturing Cloud enables you to target how you manage, develop, streamline, and harness the power of your relationships with your distributors. In a manufacturing organization with hundreds or thousands of sales contracts, it's hard to know where there are opportunities. But through the Manufacturing Cloud sales agreement, you can see aggregate data, find opportunities, and leverage analytics to see which products are doing well – or not so well. With an effective implementation, distributors benefit from incentives for purchases, sales representatives benefit from clearer targets, and demand planners benefit from robust forecast vs. results analyses that inform more accurate future planning. This game-changing tool empowers salespeople to do what is most valuable with their time and leaders to maximize the value of every product sold.

Manufacturing Cloud helps you do more business better. The solution not only provides tools for you to grow in the near term, but it also lays the foundation for so much more – and empowers you to see what’s next for your organization.

WE SEE YOU

The best part about partnering with Turnberry for a Manufacturing Cloud implementation is that you are guaranteed we’ll start by understanding you; we get to know your business, your teams, your needs, and your objectives before making any recommendations. Our Salesforce experts dive deep alongside you so they can pinpoint where you are in your Salesforce journey, meet you there, and guide you forward.

We operate on a **continual loop of understanding needs, delivering solutions, training users, and managing solutions after go-live.** Throughout the project and relationship lifecycles, we consistently return to your strategic vision and design roadmap to help you understand where you are going next, what barriers you are going to knock down, and what solutions will help you get there.



Every customer is at a unique place in their Salesforce journey.

Our solutions are fast, effective, and tailored to what you need – **with an eye toward what’s next, not just what’s now.** Your business will not be the same after a successful Manufacturing Cloud implementation; it will open new opportunities for growth, and Turnberry will be there to advise you when you’re ready for what’s next. Our ongoing capabilities that can be scaled to your needs, always with a laser focus on your business’s unique strategic vision and objectives. The hallmark of a Turnberry engagement is relationships; we assemble our teams as an extension of your team, **valuing partnership above all.**

OUTCOMES TO BE DELIVERED

GROWTH

Use the holistic approach to scale engagement and revenue streams.

ACQUISITION/RETENTION

Partner to grow existing business and work with your partners to add new customers.

EFFICIENCY

Challenge “how it’s always been done” to drive efficiency and maximize output.

PRODUCTIVITY

Optimize and discover new and more productive ways of working.

ADOPTION

Return value of investment in your business by enabling and encouraging company-wide adoption of Salesforce best practices.

VISIBILITY

Organize actionable insights through intelligent data to continually move at the speed of business.

PROJECT SPOTLIGHT: TAILORING MANUFACTURING CLOUD TO HELP THE CLIENT GROW NOW, NEAR, AND NEXT

THE CHALLENGE

Our client, a global manufacturer of solutions for industrial automation, came to Turnberry for guidance in optimizing its recent Salesforce implementation.

Client leaders wanted to **grow commercial sales and improve efficiency**, but had little training or change management surrounding their Manufacturing Cloud instance. They had no universal quoting process, and special pricing agreements and rebates were difficult to manage across disparate systems. With a goal to centralize and streamline an end-to-end sales lifecycle **using Salesforce to support global scale**, they partnered with Turnberry to discover what was possible.

OUR SOLUTION

As always, **we start by understanding**. The Turnberry team conducted a three-month workshop period with client leaders, in which we developed **a solution vision that represented the unique needs of the business** and addressed the organization's identified goals. Following this, we demonstrated the vision could be achieved with a **proof of concept**, and then updated the solution vision and roadmap before building the complete solution.

After a successful proof of concept, the Turnberry team built and delivered phase one of the client's roadmap. In addition to the technical solution, the team developed **targeted training, expert organizational change management and user adoption initiatives, and a clear governance structure**. These activities are crucial for user buy-in – from a top sales executive to the brand new user. Thanks to a custom-tailored system and a focus on user adoption, our client is beginning to see a **long-term return on a significant system investment**.

- *Creation of a global solution for building and delivering quotes*
- *Seamless conversion from Quote to Sales Agreement*
- *Visibility to special pricing and configuration*
- *Flexibility to manage opportunity-related special pricing*
- *Easy monitoring of special pricing profitability/performance*
- *Single system for rebate management with credit integration*
- *Automation to identify demand spikes based on Opportunities*
- *Analytics in support of advanced forecasting*

THE RESULTS

We helped an organization that wasn't using its system as powerfully as it could to start seeing a major return on its Salesforce investment. We guided our client partners to understand their needs and goals, advised them on a roadmap, and proved value early with a PoC.

- *Modernized commercial operations with a one stop shop for sales and engagement*
- *Improved service and speed to create a more digital experience for 75 distributors*
- *Enhanced visibility with analytics for improved forecasting*

“The Turnberry team has been beyond knowledgeable, extremely collaborative, and has really put our needs as a customer first time and time again, even when we've thrown some curveballs.” - CLIENT MANAGER



WHY TURNBERRY?

The nation's leading companies partner with Turnberry for our holistic approach to Salesforce solutions, flexible engagement model, and top Salesforce talent of all levels. Turnberry's Salesforce capabilities combine all the perks you get from a large-scale system integrator, like national reach and breadth of expertise, with all the benefits of a boutique player, including flexible engagements and exceptional talent. You can rely on our team's deep expertise in the manufacturing, legal, healthcare, and life sciences industries, and our proven track record helping clients realize the value of their Salesforce investments.