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Technology that Impacts Business

Implementation of Salesforce Manufacturing Cloud for Global Digital Company



Our client is a global technology consulting firm that leverages design thinking, interdependent subject matter expertise, and emerging technology solutions to help organizations achieve meaningful digital transformation.

They leverage the power of curiosity, combined with emerging technology and subject matter expertise, to help small businesses scale and big organizations innovate. They have packages of Security Awareness & Training, 24 x 7 Security Monitoring and Incident Response, Professional Services, System Maintenance, IT Projects and Vulnerability Scanning.

As the digital supply chain extends to all corners of the globe, their Managed Services practice can provide real-time help desk services for their internal users, and external customers, wherever their work takes them.

Challenges Faced

Our client encountered several significant challenges that impacted operational efficiency and hindered growth potential:

- **Lack of real-time visibility** into resource allocation and project progress across multiple client engagements and internal teams.
- **Difficulty in forecasting** project demand and aligning resource allocation with client requirements and project timelines.
- **Inefficient communication and collaboration** between sales, project management, and technical teams, resulting in delays and misalignment in project delivery schedules.
- **Excessive resource** idle time or underutilization due to inaccurate demand forecasts and inefficient resource management practices, leading to increased operational costs.
- **Inability to quickly adapt to** evolving client needs and emerging technology trends, resulting in missed project opportunities and decreased client satisfaction.

Addressing these concerns and implementing effective solutions became crucial for our client to enhance operational efficiency and foster sustainable business growth.



Value We Offered

Improved Sales Effectiveness: After streamlining processes, optimizing agreements, and aligning efforts with forecasts, we saw a 20-25% revenue increase due to enhanced operations and favorable customer terms negotiation.

- **Accurate Demand Forecasting:** Accurately predicts demand, optimizes inventory, and minimizes stockouts, enhancing customer satisfaction and profitability.
- **Strategic Territory Planning:** The territory planning tools defined and optimized sales territories, maximizing coverage, allocating resources strategically and driving sales performance and market penetration.
- **Stronger Partner Relationships:** Centralized partner management and collaboration tools fostered stronger relationships, drove engagement, and expanded channel reach, resulting in a 25-30% increase in sales efficiency through effective identification and capitalization of sales opportunities and trends.
- **Data-Driven Decision-Making:** Offers actionable insights into sales performance, customer behavior, and market trends, fostering data-driven decision-making and continual improvement in sales and distribution strategies.

Conclusion

By implementing Salesforce Manufacturing Cloud, we've revolutionized production planning and inventory management, achieving operational excellence and gaining a competitive edge. It seamlessly integrates sales, operations, and partners, enabling better planning, more accurate forecasting, and more effective relationship management.

