

Data Cloud enables every part of the manufacturing business to get work done better. Whether it's opening up opportunities for sales or supporting sales ops in run rate business management or recommending service visits and account growth whitespace, Data Cloud has the holistic vision to tie it all together.

Create **UNIFIED**
Customer Profile



Calculate & Stream
INSIGHTS



Orchestrate
ACTION



Some of the most compelling use cases for Data Cloud in the manufacturing space revolve around asset management. For example, with Data Cloud at the helm, you can create a consistent client identifier for a given account that synthesizes all relevant information regarding their touchpoints, assets in use, asset needs, etc. from other systems. This creates an opportunity customer ID mapping to track and monitor performance of all assets, as well as enhance those assets with interconnected components, features, software, etc. Manufacturers can then take action with these Data Cloud insights to deliver proactive service or predictive maintenance on products, create case resolution files, and explore upsell opportunities.

DATA CLOUD BENEFITS BY PERSONA



Customers

can benefit from manufacturing companies who can recommend solutions, have value-based pricing, provide prescriptive services, and offer better collaboration all through data driven insights.



Service Agents

can interact with accounts to proactively and predictively recommend services and solutions through data derived from asset performance monitoring.



Supply Chain

can leverage data and insights to enhance activities, such as optimizing inventory levels, and identifying potential supplier issues.



Finance

benefits from data-driven insights to external customers through sales agreements and active orders to manage run-rate business and track the health and revenue of each account in a more real-time fashion.

HOW TO GET STARTED

Simplus can perform a strategic assessment within two weeks to craft a tailored pathway toward Data Cloud for your organization. This encompasses identifying use cases and architectural design as well as preparing a pragmatic project plan to lay the foundation for a data-driven revolution.

DELIVERABLES

- **Use Cases and Business Value:** A curated list of practical use cases paired with an analysis of potential value and benefits
- **System and Data Architecture:** A detailed depiction of the proposed system and data architecture for a clear vision of how Data Cloud will integrate with and enhance your existing ecosystem.
- **Initial Project Plan and Budget Proposal:** Outline of initial steps, milestones, timelines, and a comprehensive estimation of the resources and investment required for successful Data Cloud implementation.

Informed Decision-Making

Risk Mitigation

Value Optimization

ARE YOU DATA CLOUD READY? OFFERINGS TO SUPPORT DATA READINESS



Advisory Offerings

- Data Cloud Prestudy & Value Discovery Framework
- Data Cloud Adoption Strategy
- Data Cloud Readiness Assessment
- Use Case Repository



Consulting & Data Offerings

- Proof of Concept for Fitment Analysis
- Build Data Dictionary of all Data Sources & Data Quality Assessment
- C360/Salesforce CDP to Data Cloud Migration Roadmap
- Data Mapping Accelerator



Insights & Analytics

- Handbook of Industry Standard KPIs



Implementation & Support

- Data Migration & Consolidation
- Maintenance, Enhancements & Production Support
- Multi-Org CDP and Marketing Cloud Consolidation
- Fixed Scope - Fixed Price Offering Packages



Change Enablement and Sustainability Offerings

- OCM/Data Strategy and Analysis
- AI Change Readiness and Adoption
- Communication and Engagement
- Data integrity and Training & Enablement

WHY BTS?

Business Transformation Services (BTS) is part of the Infosys Salesforce practice, dedicated to strategic advisory, consulting, and architecture capabilities to deliver accelerated value from technology, process, and people investments. BTS drives transformational programs forward by leveraging the power of the Salesforce platform and supporting ecosystem into real-world scalable solutions while providing an end-to-end vision and journey of the technology and process change landscapes needed to support front-to-back office program success. BTS boasts expertise across Salesforce enterprise products, works in all major industries, and extracts key objectives to deliver customer-specific value for enterprise transformation programs.