



Deloitte
Digital

Deloitte Cloud4M

ACCELERATING TRANSFORMATION *for* MANUFACTURERS

Get ahead of Industry 4.0 with a customer-centric approach

The complexity of the manufacturing world requires deep capability in key areas such as product configuration, B2B selling, subscription management, and IOT. Many IT organizations are not ready to embrace the opportunities of Industry 4.0, experiencing delays in choosing the right IT solutions and confusion in how to measure success and prove value when shifting from a product to a customer centric approach.

Meet Deloitte Cloud4M, a pre-configured multi-cloud solution. Deloitte's depth of industry experience brings starter business processes and manufacturing relevant data science to Deloitte Cloud4M. Our design-led implementation approach drives customer-centricity and an iterative way to demonstrate value and scale quickly.

Accelerating the digital transformation

All Salesforce clouds are pre-configured with a data model fit for manufacturers, giving you a single view of customers, partners, and connected products. With pre-built back office integration, you can surface supply chain, financial, and other data to provide coherent experiences.

Having the right elements is important, but the secret is in how you combine them to deliver great experiences for your customers, partners, and employees. Deloitte Cloud4M combines all the Salesforce clouds with selected manufacturing-relevant partner solutions. A pre-packaged app also exists as an ISV, which leverages Manufacturing Cloud and provides a ready-to-install solution for complex B2B selling.

Finding the right mix, prioritizing your roadmap

SALESFORCE CLOUDS



SELECTED ECOSYSTEM PARTNERS



DELOITTE IP AND APPROACH

- Starter business process
- Design thinking
- Manufacturing data model
- User centric approach
- Deloitte Insights
- Salesforce factory
- Iterative approach
- Connected supply chain

Simplifying the process

For manufacturers, achieving digital transformation requires a major shift from product focus to customer and user focus. Deloitte Cloud4M is designed with the customer at its heart, making it easier for IT organizations to orchestrate great customer experiences. The design-led implementation approach includes user research that supports the development of relevant personas and user journeys across the experience, including sales, service, partners, and end-customers. Deloitte's integrated solution supports the end-to-end customer engagement process, from lead generation to servicing assets in the field. Deloitte Cloud4M helps you better understand your customers so that you can connect

with them in new ways and orchestrate great experiences from marketing to purchase to service. The solution helps you create new products and services in order to capitalize on opportunities to improve existing products, create new ones, and offer data from smart technology as its own product or service.

Deloitte Cloud4M automates and scales aftermarket operations to help you realize value throughout the customer lifecycle, improving productivity, field service quality, and sales predictions beyond the point of purchase. With greater transparency across the supply chain, you will be in a better position to harness customer data to gauge demand, support supply chain collaboration, and improve planning.

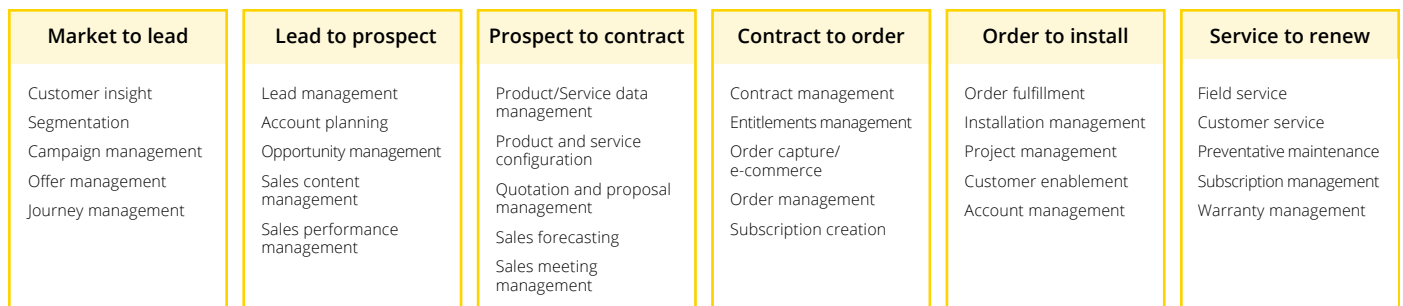
Creating great experiences across the journey—from a single platform

B2B CUSTOMERS | B2C CUSTOMERS | PARTNERS

Touchpoints

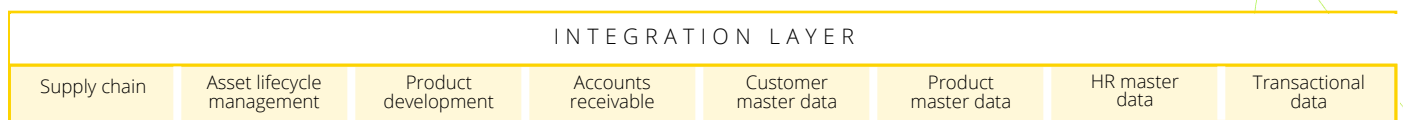


Processes



Analytics | Insight | Collaboration | Security | Language | Knowledge management

Platform orchestration (creating a single customer view)



For more information, please visit www.deloitte.com/cloud4m or contact:

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About Deloitte Digital's Salesforce Assets & Solutions Group

The Assets & Solutions Group (ASG) allows our network of member firms to offer assets and app-enabled services that are an extension of the Salesforce platform across key industry sectors and functional areas. This natural evolution in a long-standing, industry leading relationship with Salesforce is informed by the global experience of Deloitte Digital's Salesforce practice. We've built a wealth of technical prowess, strategic vision, and industry insights from our Salesforce implementations—all of which are designed to enable our network of member firms to offer you a faster time to value and reduced risk throughout your digital transformation journey. Learn more at www.deloitte.com/salesforce-asg.

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