



REDESIGNING  
SUPPLY CHAINS IN  
THE NEW ERA OF  
MANUFACTURING

25-26 NOVEMBER 2022

Porsche Experience Center Franciacorta

# Connect the Value Chain

Increase efficiency and innovation throughout the ecosystem around the Customer



Matthew Simpkins  
RVP, EMEA Industry Advisor



# Agenda



1



2

**How Klöckner Pentaplast makes the right business decisions with Salesforce**

Account teams achieve a 360-degree view of customers and oversee all key operations and data in real time

More satisfied customers and lower warehousing costs thanks to better planning of production and closer integration with the sales department

More efficient and cost-optimized processes through automated data transfer and improved integration with ERP systems

**Increased productivity** **Reduced inventories through better production planning**

Paul McComb, Global Chief Technology Officer

**Global Manufacturer Saves Time, Deals Faster with Greater Sales Efficiency**

Automates and maintains a uniform quoting process, increasing visibility and accelerating approvals for faster time to close

Saves sales rep time and manages operating renewals with a 360-degree view of the customer lifecycle

Enables alignment of rapid response employee communications across the enterprise network

Enables workforce continuity with digital first case management and mobile access

**79%** increase in sales to close  
**85%** increase in quote sales  
**35%** improved time to close

**Enabling high-value service provision**

360° view of the customer across sales, quality, operations and field service

Connection of formerly siloed functions to increase global sales transparency

Implementation of an end-to-end standardized lead-to-contract process

**5 months** Global implementation time  
**+75%** increase in customer satisfaction (Net Promoter Score)  
**2 days** of actual business migration, no down times, no productivity loss at customer

3

**Customer Innovation on Slack**

Automated data transfer and improved integration with ERP systems

More efficient and cost-optimized processes through automated data transfer and improved integration with ERP systems

**Manufacturing Cloud 360**  
World's most complete manufacturing platform

The diagram shows a circular flow of four key areas: Modernize Commercial Operations, Simplify Partner Engagement, Transform Service Experiences, and Optimize Production.



# 1

# Market Context





# Best Practices to extract value from Digital Transformation... and respond to the storm



Renovate

Evolve

Transcend



Manage  
volatility



Reduce  
costs



Safeguard  
profitability



Strategic  
measures

Generate **actionable insight**:

**Supplier Volatility,  
and profitable  
customer segments**



**Integrating sales, service and  
operations execution,**

**and Increase efficiency by  
automating processes**



**Modernise commercial operations**



**New Revenue Streams  
& Partnerships**



# Connect the Value chain with Customer 360



## 01 Modernize Commercial Operations

Integrated Revenue Management  
Promote→Quote→Agreement→Commerce  
*Management of Agreements vs Actuals*



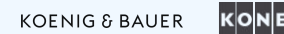
## 02 Simplify Partner Engagement

“Ease of doing business” initiatives  
Onboarding, co-marketing, selling, servicing  
*Rebate Program Management*



## Transform Service 03

360° view of customers and assets  
Omni-channel service & full field service  
*Full-Book-of-Business Demand Forecasting*



## Translate Data into Actions 04

Unlock data from legacy systems  
Embedded analytics, AI-enhanced decisions  
*Predictive Demand & Pricing Insights*



### BACK OFFICE



Supply Chain



PLM



Pricing



ERP



Financials



HR



Logistics

CONNECTED SENSORS,  
FIELD SERVICES &  
SUPPLIERS, etc.



# Orchestrate agile processes around the Customer





2

# Customer Success





# Who is flex?



*Flex Vision: To be the most trusted global technology, supply chain and manufacturing solutions partner to improve the world.*

**1,000**

Customers

**1M**

Component  
SKUs

**16,000**

Suppliers

**30**

Countries of  
operation

**25,000**

POs executed  
daily

**\$500M**

Annual freight  
spend

**\$20B**

Annual direct  
material spend

**10,000**

Supply Chain  
Professionals

---

## Operating at scale across multiple industries



Automotive



Healthcare



Cloud



Communication



Energy



Industrial



Lifestyle



Consumer Devices

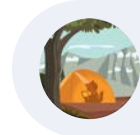
**flex**



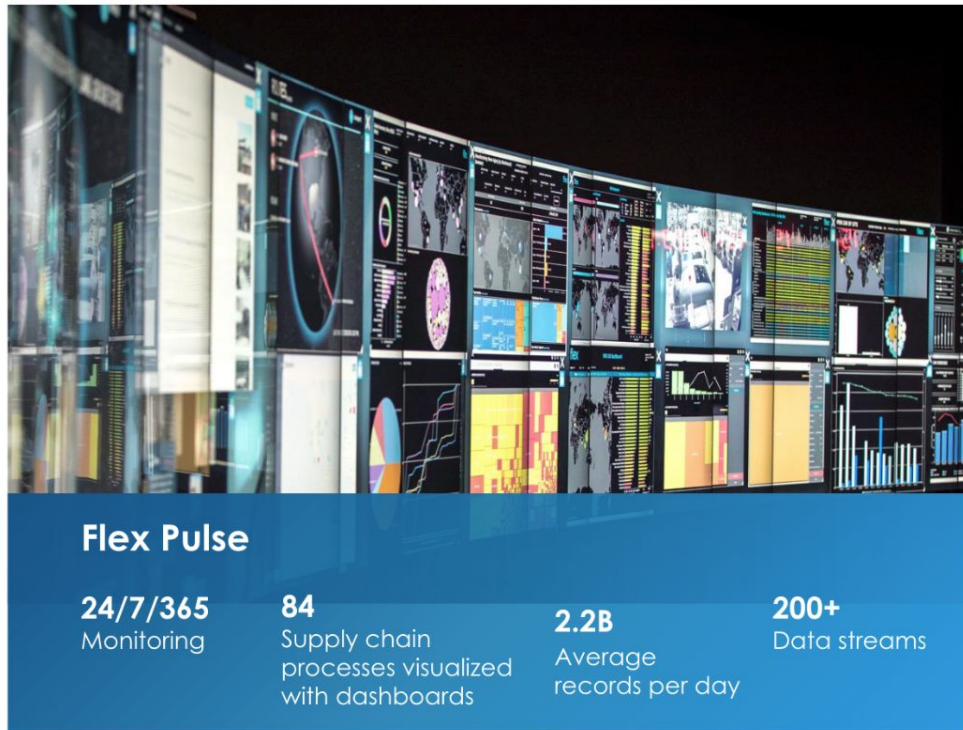
# Informed decision making

Flex uses digital, mobile and cloud-based technologies to address the shifting supply chain landscape.

- Modeling capabilities: Determine the **optimal supply chain network** through current and future projections of macroeconomic factors
- Design engagement: Configure the **optimal manufacturing and distribution footprint** for your unique profile and distribution channels
- Real-time visibility: Identifies **risk** and accelerates **responsiveness**



Safeguard  
profitability





“Tableau is essentially the fabric that holds Flex Pulse together and drives enterprise visibility and collaboration around the supply chain”

- John Wrenn, Chief Technology Officer



ANALYTICS



Safeguard  
profitability

## Flex leverages Tableau to deliver insights that monitor supply chain health and performance

SME's can create their own analysis

Focused **collaboration** around key metrics

**Reduced time** to consolidate data and analysis

**7 Days  
< 5Mins**

Time to create  
data visualisation  
& Analysis

**\$200M**

In working  
Capital savings



Manage  
volatility

# How Klöckner Pentaplast makes the right business decisions with Salesforce

Account teams achieve a 360-degree view of customers and oversee all key operations and data in real time

More **satisfied customers** and **lower warehousing costs** thanks to better planning of production and closer **integration with the sales department**

More **efficient and cost-optimized processes** through automated data transfer and improved integration with ERP systems

**Increased  
productivity**

**Reduced  
inventories  
through better  
production  
planning**



SALES



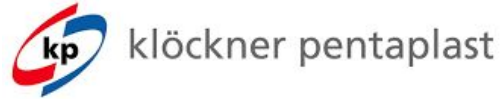
SERVICE



INTEGRATION



MANUFACTURING



„Thanks to Salesforce, we can react quickly and efficiently to changing customer and market requirements.“

Paul McCombs

Global Chief Technology Officer

salesforce





## Global Manufacturer Saves Time, Closes Deals Faster with Greater Sales Efficiency

Automates and maintains a uniform quoting process, increasing visibility and accelerating approvals for faster time to close

Saves sales rep time and manages upcoming renewals with a 360-degree view of the customer lifecycle

Ensures alignment of rapid response employee communications across the enterprise network

Enables workforce continuity with digital-first case management and mobile access

**79%**  
decrease in  
days to close

**85%**  
increase in  
quote value

**35%**  
accelerated  
time to close



SALES



SERVICE



MARKETING



PLATFORM



ANALYTICS



EMPLOYEES



INTEGRATION





**BOSCH**

“With Salesforce we have created a platform to meet not only our current but also our future needs.”

Chief Technology & Digital Officer

Bosch Service Solutions

salesforce



Safeguard  
profitability

## Enabling high-value service provision

360°-view of the customer  
across sales, quality, operations and field service

Connection of formerly siloed functions to  
increase global sales transparency

Implementation of an end-to-end standardized  
lead-to-contract process

**5 months**  
Initial  
implementation  
time

**+75%**  
increase in  
customer  
satisfaction (Net  
Promoter Score)

**2 days**  
of actual business  
migration, no down  
times, no  
productivity loss at  
cutover



SALES



PLATFORM



APP  
EXCHANGE

**29%**



Average Increase in  
Insights-Driven  
Decision Making

**28%** average increase in forecast accuracy

**26%** decrease time to analyze information

**30%** faster delivery of business driving  
reports/analytics

**33%**



Average Reduction in  
Pricing Errors

**20%** average decrease in time from quote to close

**13%** average reduction in discount leakage

**8%** average reduction in rebate leakage

**28%**



Average Increase in  
Agent Productivity

**16%** average decrease in employee attrition

**29%** average increase in employee engagement

**26%** average decrease in ramp time to onboard  
new employees

**27%**



Decrease in  
Service/Support Costs

**25%** average decrease in IT Costs

**24%** average decrease in truck roll-out costs

**29%** average increase in cases resolved  
due to self-service

3

# Innovation & Collaboration

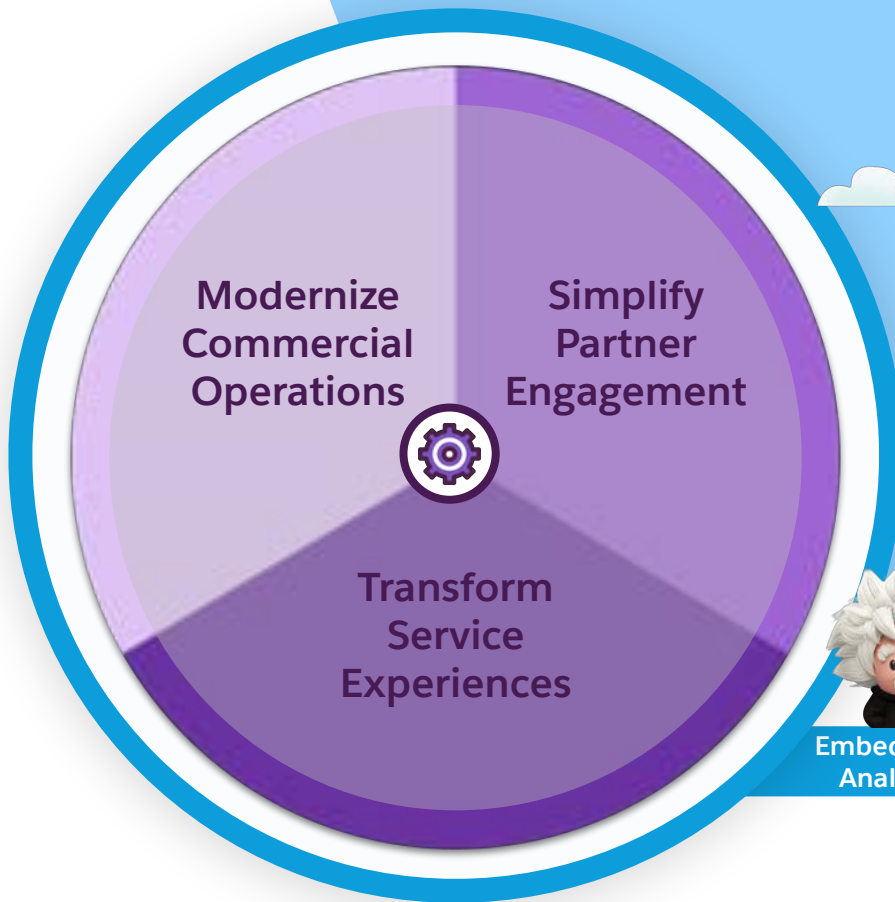




# Manufacturing Cloud 360

World's most complete manufacturing platform

salesforce



Embedded Analytics



# Transforming Experiences in Every Manufacturing Segment

## Equipment

SIEMENS

KOMATSU



## Industrial Products



Fike

Honeywell



## Parts Suppliers



GOODYEAR

APTIV



## Building Products



CertainTeed  
SAINT-GOBAIN



## Chemicals



DUPONT

3M

EASTMAN



## Agriculture



BUNGE

## Materials / Other



And many  
more

Tony Gondick  
Head of CRM  
Kawasaki Engines

**Kawasaki**  
— ENGINES —

# Slack for Manufacturing: Your Digital HQ!



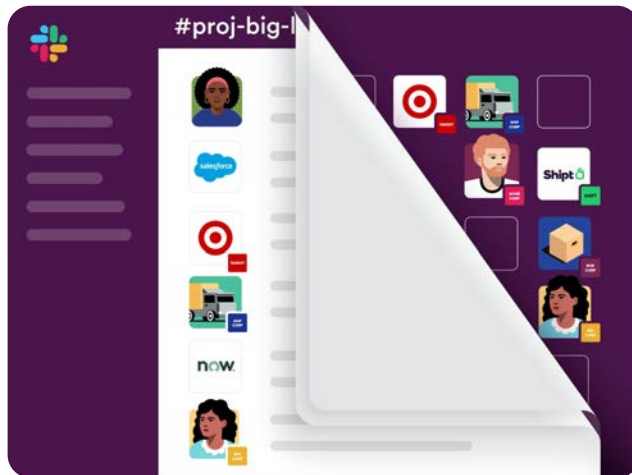
## Human Events

Do we have stock on hand?



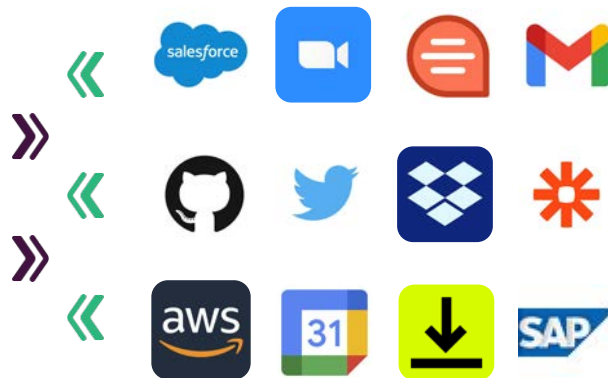
Can we make a cost saving?

## Engagement Layer



## System Events

Your threshold was hit! Act now

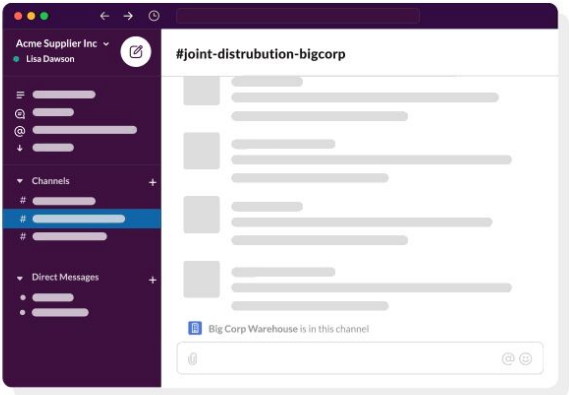


 Shipments only 5% Dual Sourced

# Connecting with Suppliers, Distributors & Customers

**40%** decrease in time to resolve  
issues

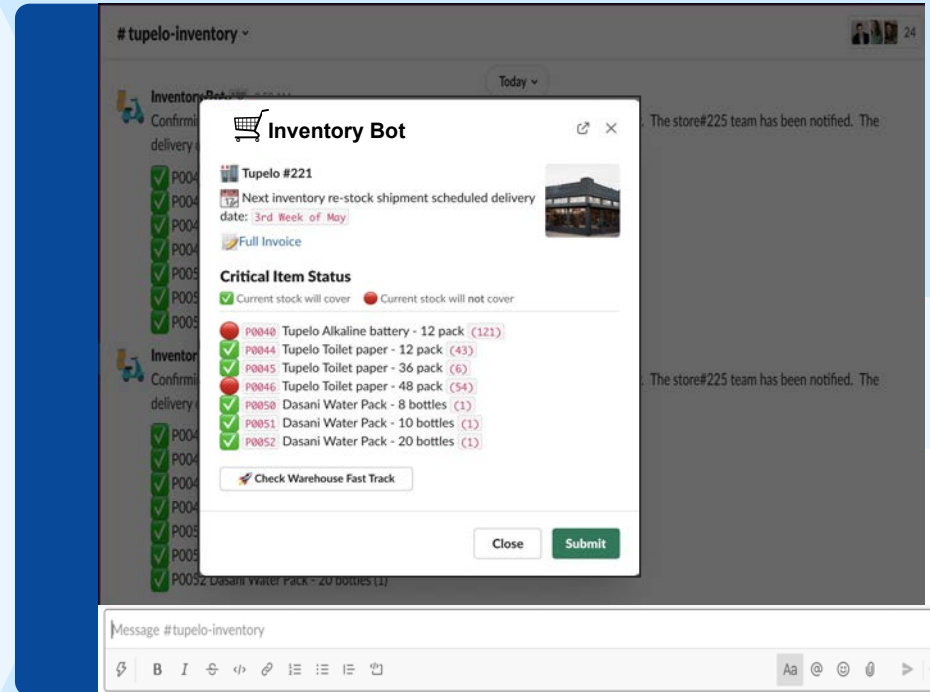
**2x** decreased turnaround time in  
response from partners



# Get ahead of out of stock scenario

Track **Inventory & Shipping** through **Bots** to predict **Out of Stock** scenarios

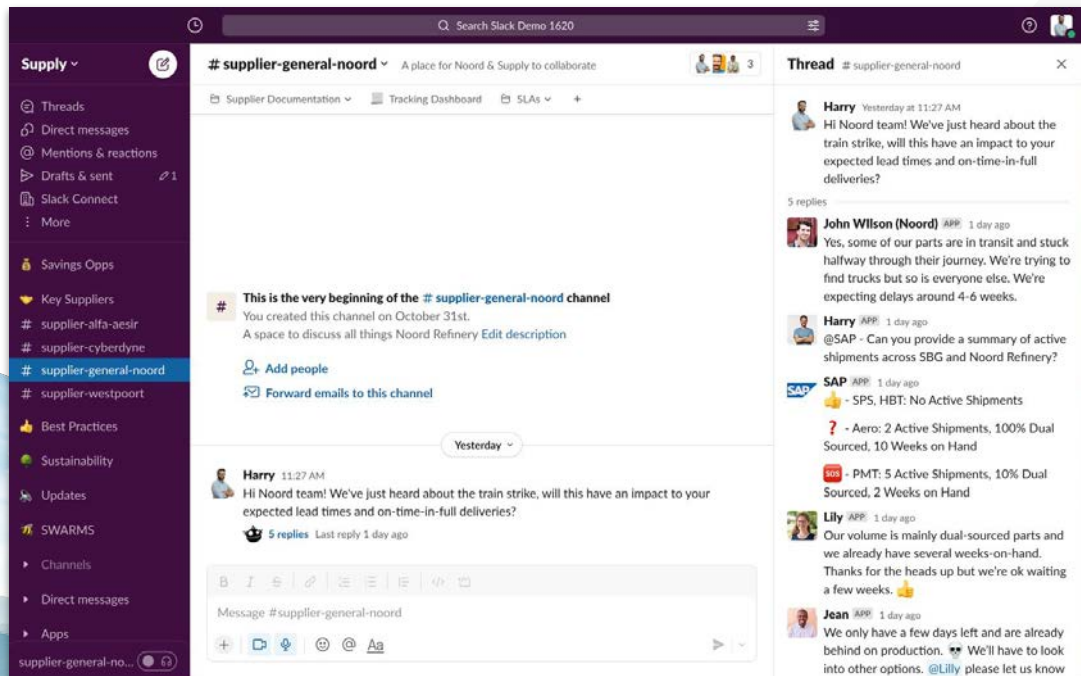
**11.4%** increase in **CSAT** 1  
**9.2%** increase in **NPS** 1



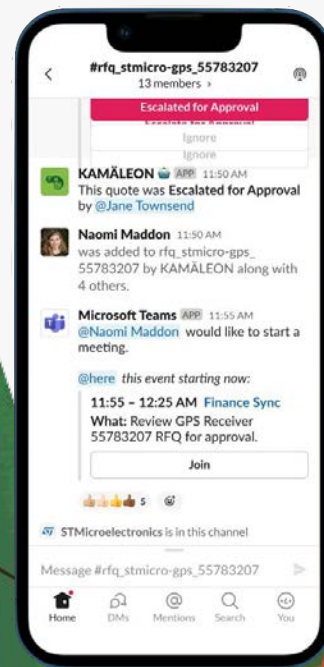
# Customer Innovation on Slack



## Honeywell SRM



## BMW Supplier Engagement



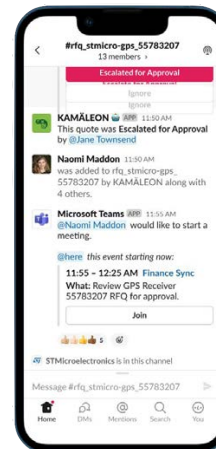
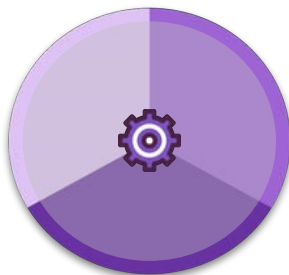


# Closing Statements

Renovate

Evolve

Transcend

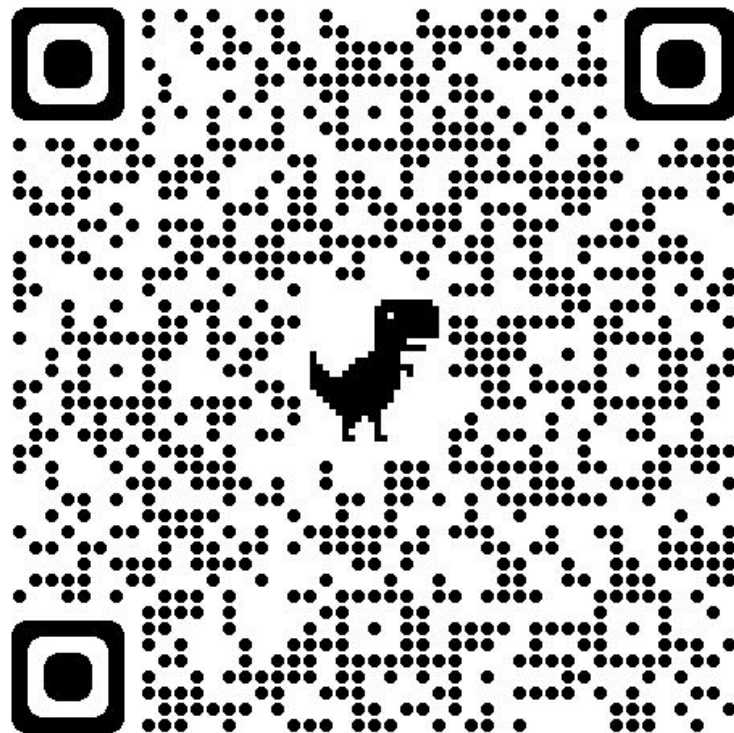




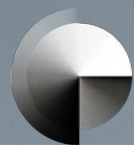
# Smarter Savings

How Salesforce Supports Cost Reduction  
Opportunities for Manufacturers

salesforce



**Thank**  
**You**



WORLD MANUFACTURING FORUM

**WMF**