



# Agile & Efficient around the Customer: connect experiences across the ecosystem to deliver business value and cost reduction opportunities for Manufacturers and Automotive

*Best Practices & Roundtable with industry experts on the value of Digital Transformations*

Friday, 25 November | h. 14.30 - 16.00 | Agora Room

What are manufacturing & automotive companies doing to market solutions & products to customers better and to forecast demand changes faster? How can companies have efficient commercial operations internationally, improve margins from services and launch new business models, while dealing with supply chain challenges and a way more complex ecosystem? How can companies continuously adapt and react faster in a connected value chain from end-customers to remote partners?

In this session we will discuss how leading companies are approaching Digital Transformation focusing on Customer Experience and Customer Journeys to connect their end-to-end value chain and to create **real business value**: what do **they do**, how do they **measure the benefits** of these initiatives and what are **their lesson learnt**.

With a mix of EMEA use cases, demo and industry expert interviews we will discuss their priorities in unifying their core processes (Sales & Marketing, Service, Field Operations, Supply Chain and Partner Engagement) to continuously improve company performance.

The session will cover:

- **Best practices** to extract business value from Digital Transformation with EMEA use cases
- **Executive demo** of **Supply Chain Analytics** around the **Customer 360 view**
- **Roundtable** with leading **Italian manufacturing companies** that delivered important **digital transformation** for Modern Commercial Operations, Partner Engagement and IoT.

**FULL AGENDA & SPEAKERS (next page)**



Friday 25   h. 14.30 - 16.00   Agora Room	
14:30 - 14:35	<b>Welcome</b>
14:35 - 15:00	<b>Keynote: Agile and efficient around the customer - how leading companies deliver business value from Digital Transformation</b>  <b>Matthew Simpkins</b> , <i>RVP EMEA - Industry Advisor Manufacturing, Automotive, Salesforce</i>  <b>Unified digital experiences to Connect the Value chain</b> <b>Oltion Osmani</b> , <i>Manufacturing &amp; Automotive Solution Engineer, Salesforce</i>
15:00 - 15:10	<b>Executive Demo – Connected, Agile and Data-Driven</b>  <b>Supply Chain Intelligence &amp; Analytics</b> <b>Stefano Oddone</b> , <i>Tableau Senior Manager, Salesforce</i>
15:10 - 16:00	<b>Roundtable with Industry Expert – The Value of Digital Transformation</b>  <ul style="list-style-type: none"><li>• <b>Riccardo Bianchi</b>, <i>Group Head After Sales &amp; Services IOT, Carel Industries</i></li><li>• <b>Carlotta Dainese</b>, <i>Customer Excellence and Commercial Innovation Director, Prysmian</i></li><li>• <b>Michele Vitali</b>, <i>Group Commercial Services Director, EPTA</i></li></ul> Moderator: <b>Antonio Murgo</b> , <i>RVP Sales Italy Manufacturing e Automotive, Salesforce</i> supported by <b>Matthew Simpkins</b>