L’IA dans l’industrie manufacturière :

Efficacité dans la chaîne de valeur et simplification des processus

Octobre 2024

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Solutions Engineer, Salesforce

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current and potential litigation involving us or our industry, including litigation involving acquired entities, and the resolution or settlement thereof; regulatory developments and regulatory investigations involving us or affecting our industry; our ability to successfully introduce new services and product features, including any efforts to expand our services; the success of our strategy of acquiring or making investments in complementary businesses, joint ventures, services, technologies and intellectual property rights; our ability to complete, on a timely basis or at all, announced transactions; our ability to realize the benefits from acquisitions, strategic partnerships, joint ventures and investments, and successfully integrate acquired businesses and technologies; our ability to compete in the markets in which we participate; the success of our business strategy and our plan to build our business, including our strategy to be a leading provider of enterprise cloud computing applications and platforms; our ability to execute our business plans; our ability to continue to grow unearned revenue and remaining performance obligation; the pace of change and innovation in enterprise cloud computing services; the seasonal nature of our sales cycles; our ability to limit customer attrition and costs related to those efforts; the success of our international expansion strategy; the demands on our personnel and infrastructure resulting from significant growth in our customer base and operations, including as a result of acquisitions; our ability to preserve our workplace culture, including as a result of our decisions regarding our current and future office environments or remote work policies; our dependency on the development and maintenance of the infrastructure of the Internet; our real estate and office facilities strategy and related costs and uncertainties; fluctuations in, and our ability to predict, our operating results and cash flows; the variability in our results arising from the accounting for term license revenue products; the performance and fair value of our investments in complementary businesses through our strategic investment portfolio; the impact of future gains or losses from our strategic investment portfolio, including gains or losses from overall market conditions that may affect the publicly traded companies within our strategic investment portfolio; our ability to protect our intellectual property rights; our ability to maintain and enhance our brands; the impact of foreign currency exchange rate and interest rate fluctuations on our results; the valuation of our deferred tax assets and the release of related valuation allowances; the potential availability of additional tax assets in the future; the impact of new accounting pronouncements and tax laws; uncertainties affecting our ability to estimate our tax rate; uncertainties regarding our tax obligations in connection with potential jurisdictional transfers of intellectual property, including the tax rate, the timing of transfers and the value of such transferred intellectual property; uncertainties regarding the effect of general economic, business and market conditions, including inflationary pressures, general economic downturn or recession, market volatility, increasing interest rates, changes in monetary policy and the prospect of a shutdown of the U.S. federal government; the potential impact of financial institution instability; the impact of geopolitical events, including the ongoing armed conflict in Europe; uncertainties regarding the impact of expensing stock options and other equity awards; the sufficiency of our capital resources; our ability to execute our share repurchase program; our ability to comply with our debt covenants and lease obligations; the impact of climate change, natural disasters and actual or threatened public health emergencies; expected benefits of and timing of completion of the restructuring plan and the expected costs and charges of the restructuring plan, including, among other things, the risk that the restructuring costs and charges may be greater than we anticipate, our restructuring efforts may adversely affect our internal programs and ability to recruit and retain skilled and motivated personnel, our restructuring efforts may be distracting to employees and management, our restructuring efforts may negatively impact our business operations and reputation with or ability to serve customers, and our restructuring efforts may not generate their intended benefits to the extent or as quickly as anticipated; and our ability to achieve our aspirations, goals and projections related to our environmental, social and governance initiatives, including our ability to comply with emerging corporate responsibility regulations.

Agenda

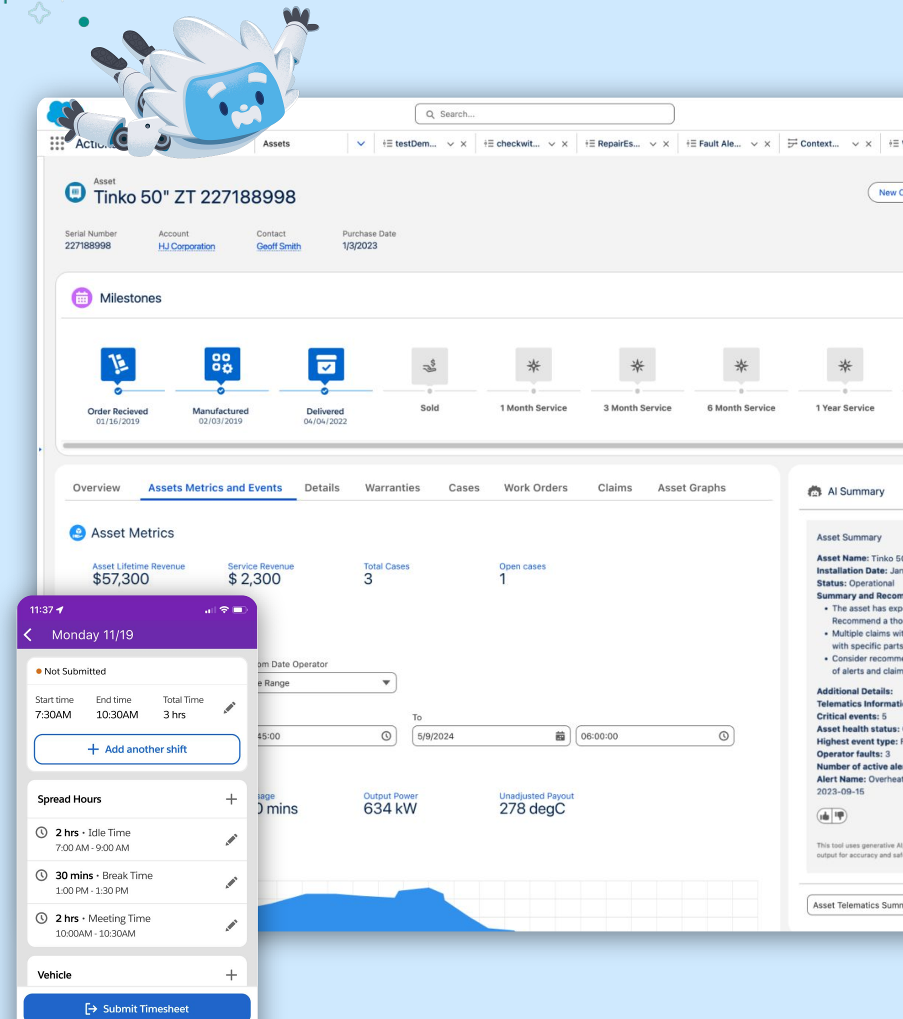
1. Présentation de Salesforce Manufacturing Cloud
2. Démonstration: IA au service des Ventes et du Marketing pour l’industrie manufacturière
3. Démonstration: Transformer l'expérience client grâce à un Service axé sur la Data et l'IA

Salesforce Manufacturing Cloud

Présentation de la solution

Offrir un Service centré sur les Actifs

- Gestion du cycle de vie des Actifs
- Actifs Connectés



Salesforce Manufacturer 360

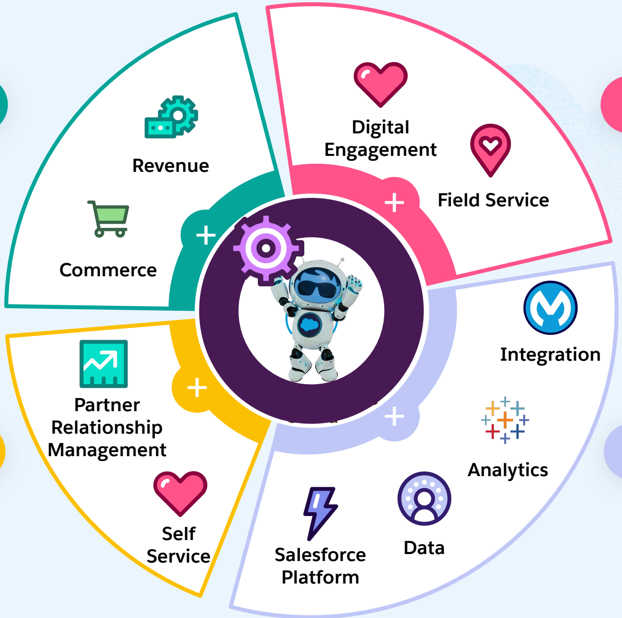
Quatre cas d'usage pour l'industrie manufacturière

salesforce

Modernisier les Operations Commerciales

1

Planifier et aligner les prévisions de vente
Manager le Book of Business complet
Activer le "Product-to-cash"



2

Transformer l'Experience Service

Re-imaginer le Service multicanal
Service en tant que Centre de Profit
Service focalisé sur les actifs

3

Simplifier l'Engagement avec les Partenaires

Facilité de collaboration avec Dealers/Distributeurs
Extension et collaboration pour orchestrer les ventes et le service après-vente

4

Traduire la Data en actions et recommandations

Contextualiser/intégrer la Data sur les revenus et la rentabilité
Valeur de vie des actifs et des services

Back Office et Bases de Données

ORACLE Azure SAP workday aws IBM

Produits connectés, Actifs et Opérations

5 Years of Manufacturing Cloud Innovations

Investing in the future success for the industry…

salesforce

Partner & Customer Community	Commerce	Marketing	Einstein	Data Cloud	Revenue	Net Zero	Field Service

Manufacturing Intelligence & Integration

CRM Analytics	Revenue Forecast Insights	Product Pricing, and Volume Performance	Partner Performance	Rebates & Incentive	Warranty Insights	What-If Analysis	White-Space Analytics	AI Driven Recommendations	ERP Connectors

Manufacturing Apps & Processes

Enterprise Forecasting	Sales Agreements & Program Business	Visit Mgmt.	Rebates / Ship & Debit	Mfg Service & Asset Console	Warranty & Claims Mgmt.	*Connected Assets**

Flow for Manufacturing

Omni Studio	Actionable Segmentation	Business Rules Engine	Decision Tables	Document Generation	Data Processing Engine	Action Plans	Actionable Relationship Center	Milestones & Alerts	Intelligent Doc Reader

Manufacturing Data Foundation

Forecast Fact Tables	Sales Agreements & Order Actuals	Programs & Components	Product Catalog	Inventory & Locations	Assets & Fleets	Warranties & Claims	Rebate Programs	+ additional Industry data objects

Salesforce Foundation

Salesforce Platform	Sales Forecasting	Lead & Oppty Management	Self-Service	Case Management	Knowledge Management

New innovation 3x/year

*Roadmap

5 années de Manufacturing Cloud

Investir dans le futur pour l'industrie manufacturière

salesforce

2021

- Sales Agreements
- Experience Cloud for Manufacturing
- Account Forecasting
- Rebate Management
- Sales Agreement Analytics

2022

- Manufacturing Cloud for Service
- Omnistudio
- Advanced Forecasting
- Sales Agreement & Forecasting Category Support
- Program Based Business
- Forecasting & Rebate Analytics

2023

- Ship and Debit Rebate Mgmt
- Asset Console for Service Lifecycle Management
- Warranty Lifecycle Management
- Partner Performance Management
- Actionable Relationship Center
- Warranty Analytics
- SAP Integrations - Customer , Product

Nouveau en Oct. 2024

- Sales Agreement Insights
- Forecast Insights & Deviations
- Asset Service and Telematics Insights
- Connected Assets
- Asset Service Lifecycle Management
- Quote to Sales Agreements
- Work Order Estimation/Quote
- Warranty Supplier Recovery
- Product Service Campaigns

L’IA au service des Ventes et du Marketing pour l’industrie manufacturière

Démonstration Live

Ce que nous entendons dans l'industrie

Top Business/IT Challenges

- Data en silos et Collaboration limitée
- Coûts de service élevés et maintenance inefficace
- Gestion inefficace des prospects et des opportunités
- Rapports et métriques inadéquats
- Tâches manuelles et chronophages
- Expérience client non-fluide


Juvent
Green Energy


Ventiron

Voici les personnages de notre démo

Juvent
Green Energy

Conrad Customer

Directeur des Achats

Ventiron

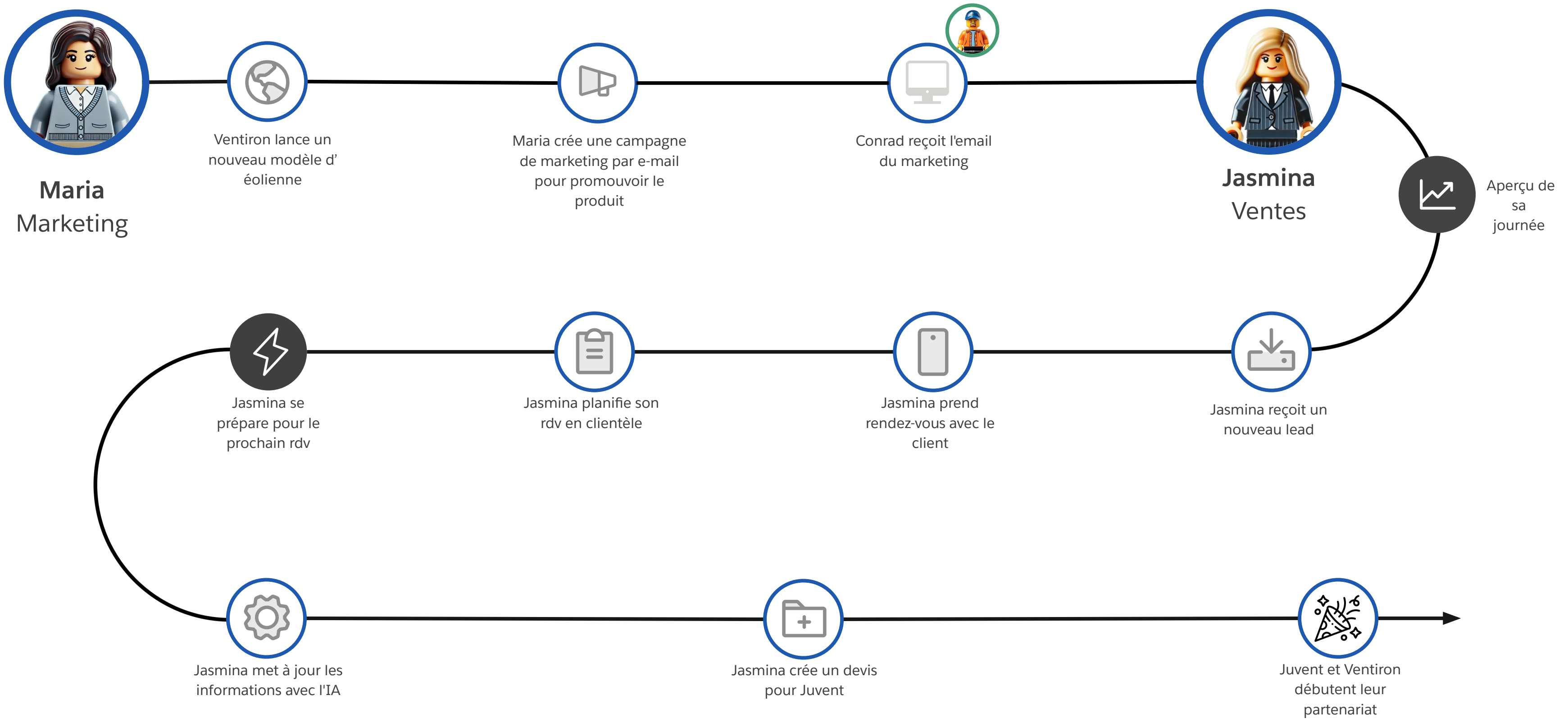
Maria

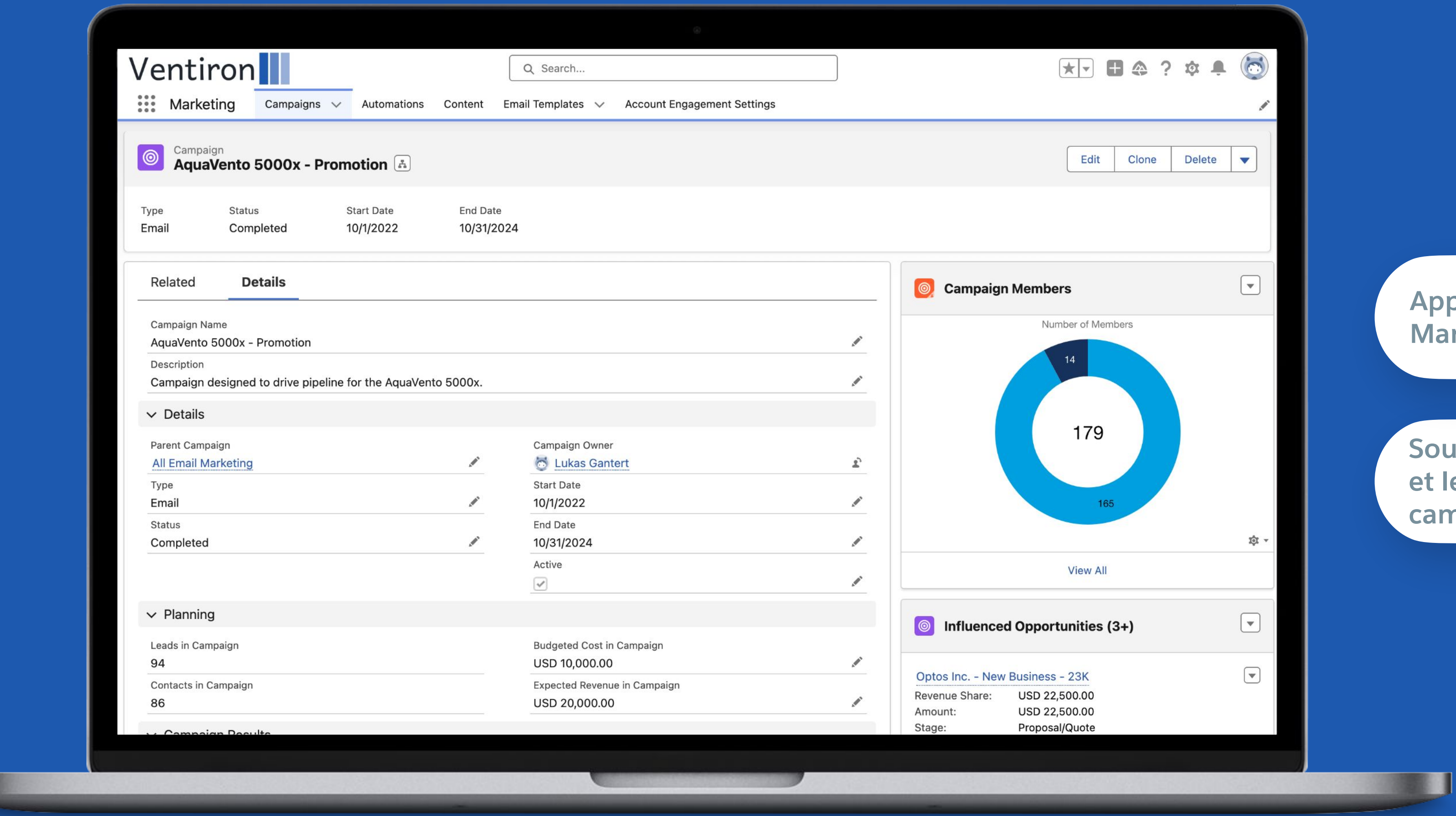
Marketing

Jasmina

Ventes

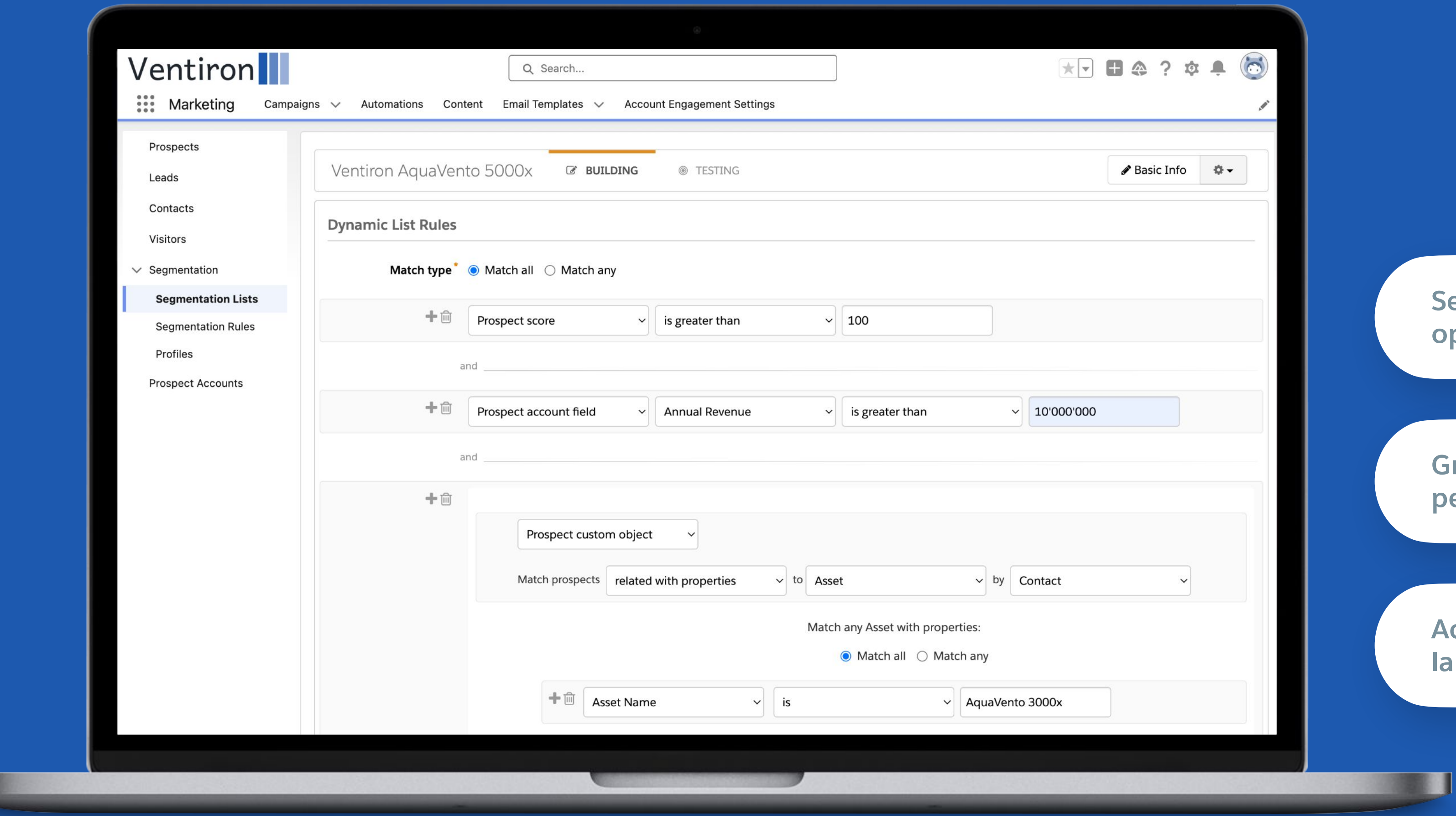
Parcours de la démo





Application pour le Marketing

Soutient la planification et les KPIs du succès des campagnes

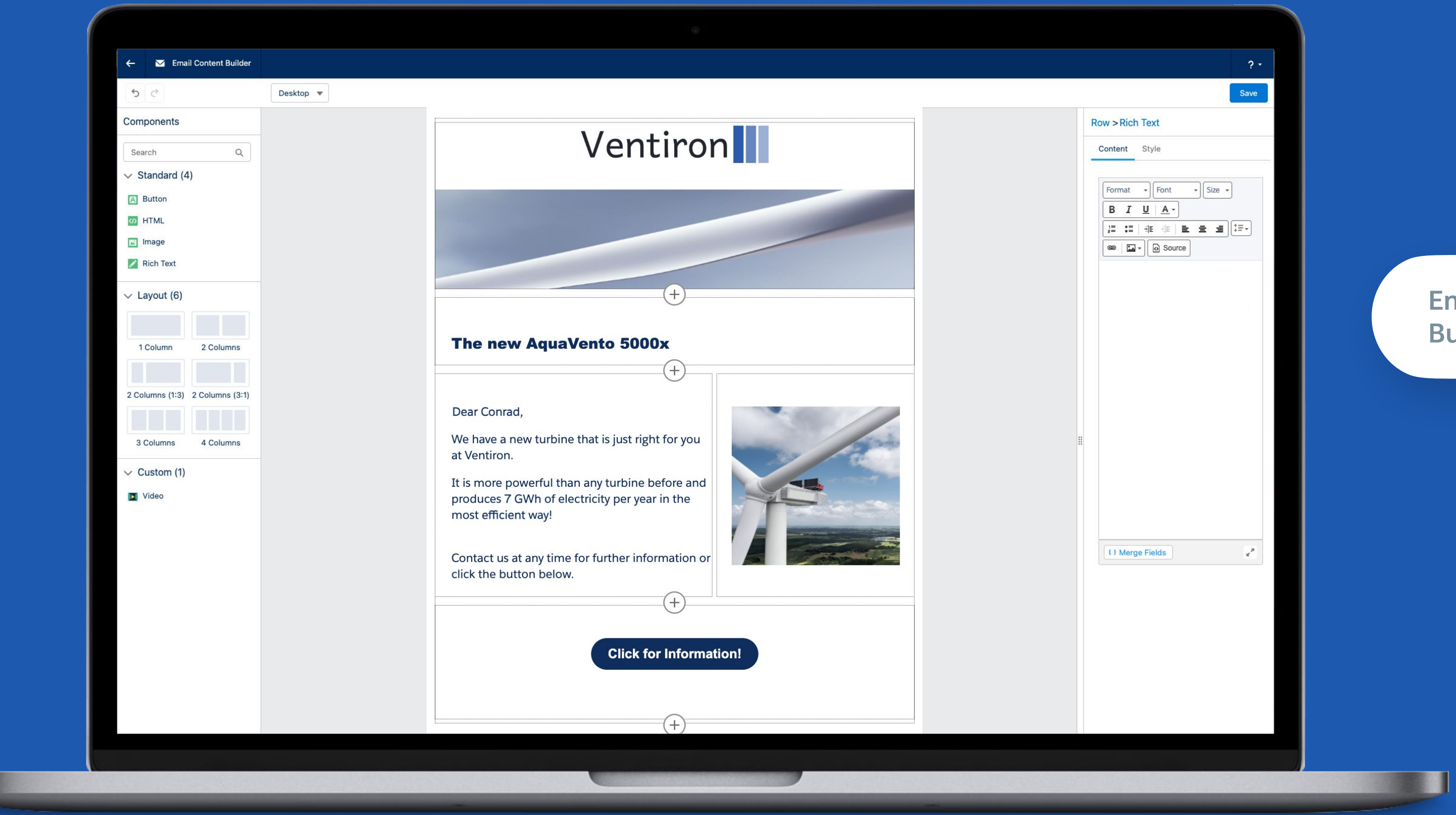


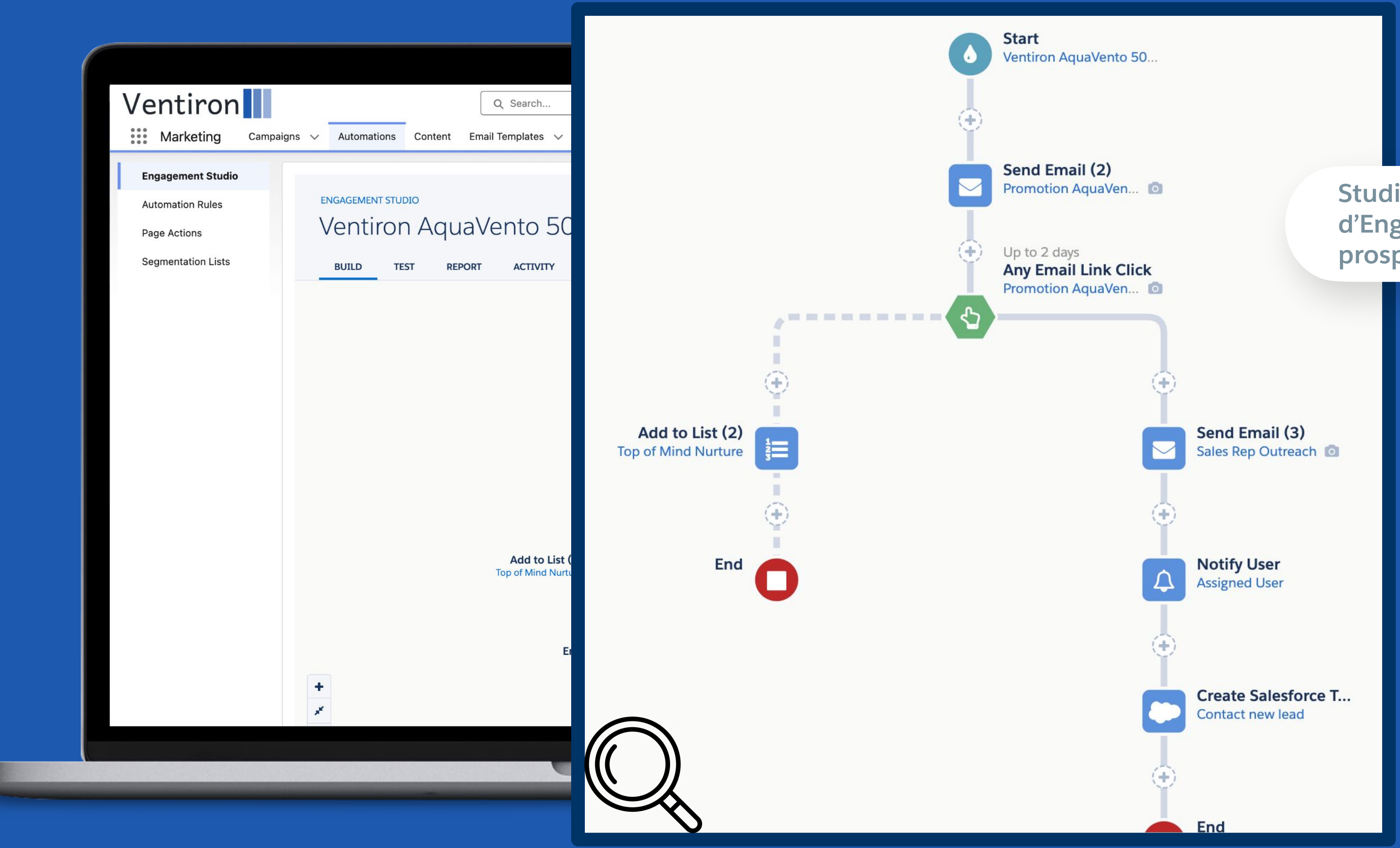
Segmentation optimisée

Groupes cibles très pertinents

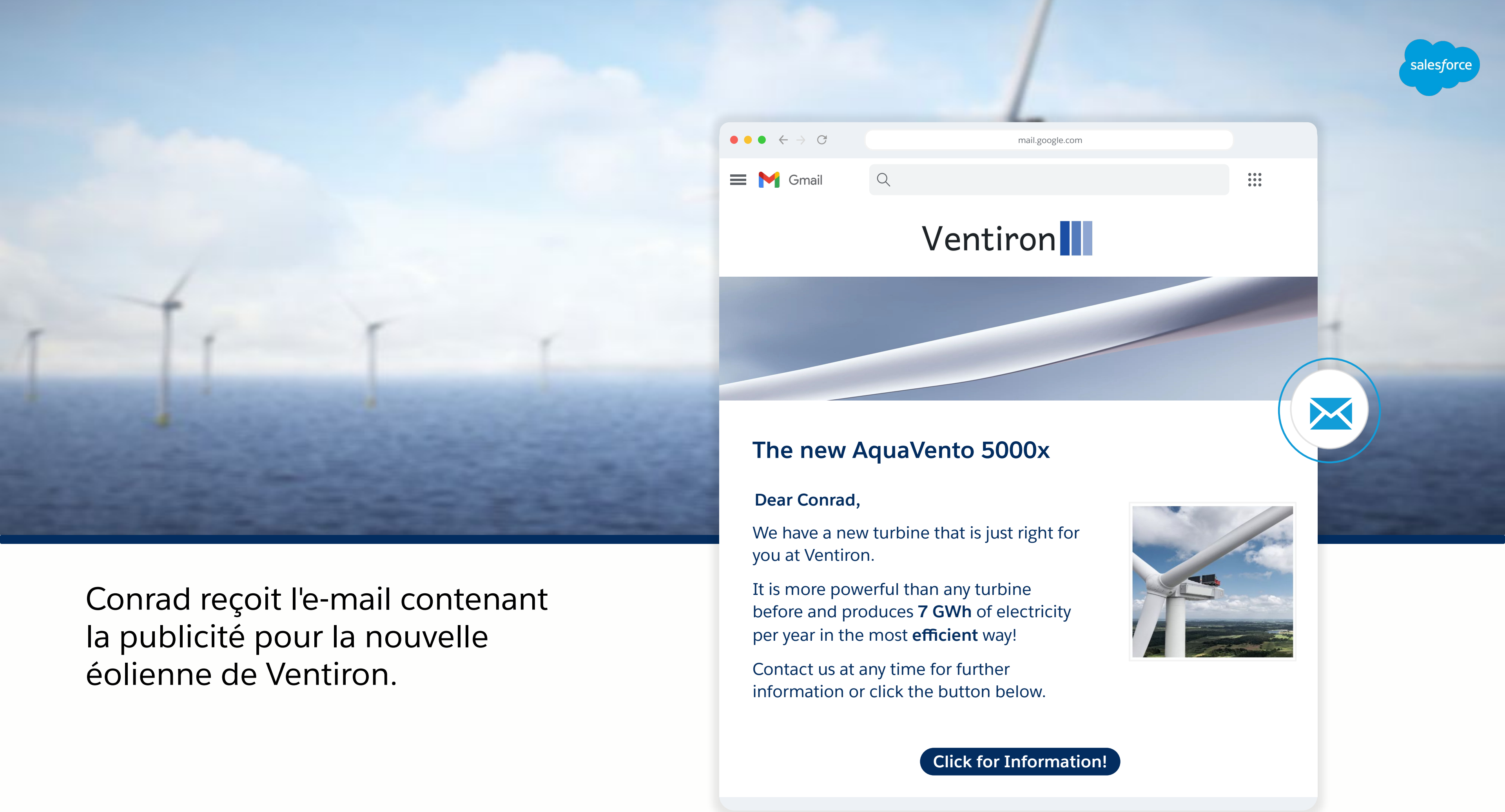
Activation simple de la donnée

Email Content Builder





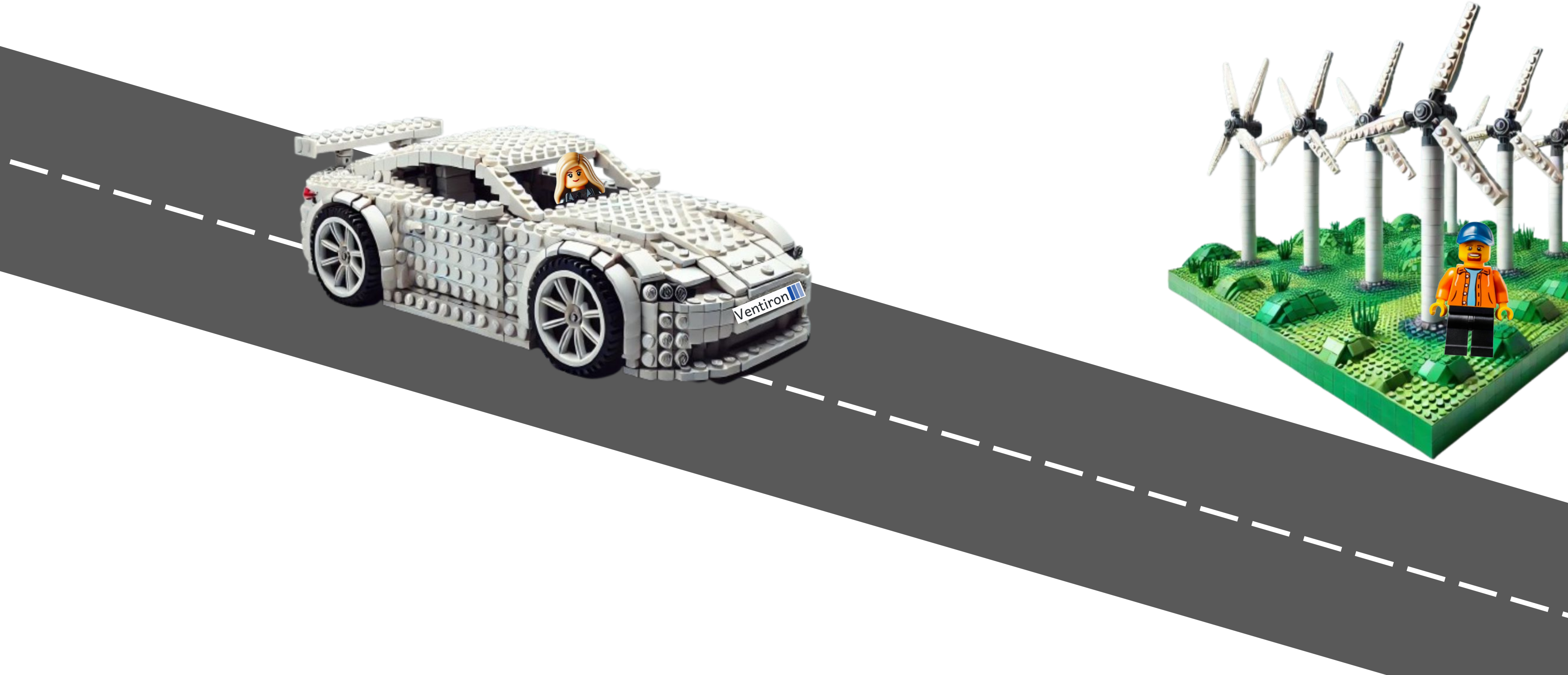
Studio d’Engagement des prospects/clients



Conrad reçoit l'e-mail contenant la publicité pour la nouvelle éolienne de Ventiron.

Demo du processus de vente

Jasmina rend visite à Juvent et Conrad




Votre éolienne est incroyable !
Attendez de la voir en action
LESTER

Demo du processus de vente ||

Juvent achète l'éolienne 🎉

Les deux entreprises débutent leur partenariat 🚀

Principaux points à retenir

Solution pour l'industrie manufacturière unifiant les ventes et les opérations

Amélioration de la productivité et de l'efficacité dans toutes les interactions avec les clients

L'efficacité et les connaissances commerciales augmentent grâce à une IA totalement intégrée

Transformer l'expérience client grâce à un Service axé sur la Data et l'IA

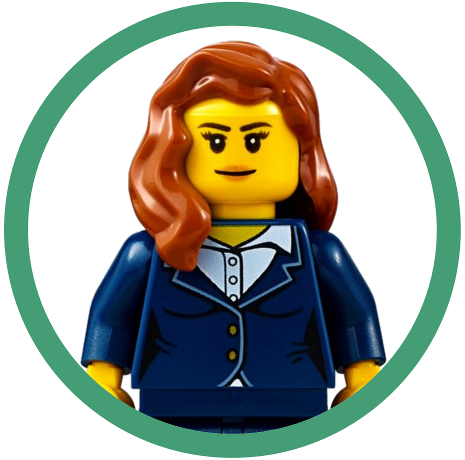
Démonstration Live

Les agents de support résolvent bien les problèmes, mais sont trop souvent ralentis par des outils déconnectés et des processus inefficaces

Une vue à 360 degrés des clients, associée à l'IA et à des agents autonomes, permet aux agents de fournir un service efficace axé sur la relation

Voici les personnages de notre démo

Juvent
Green Energy



Olivia

Directrice des Opérations

Ventiron

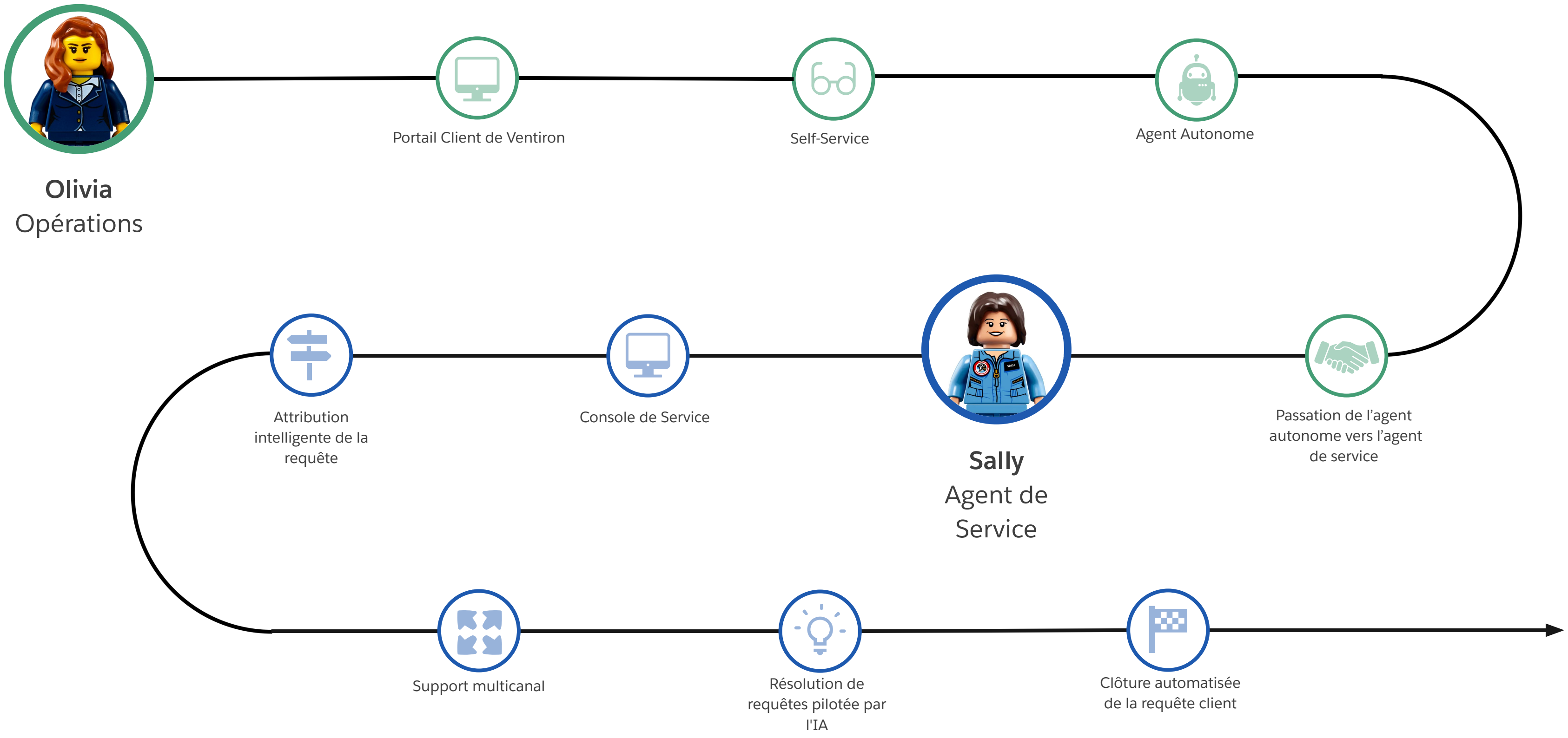
Sally

Agent de Service

Fred

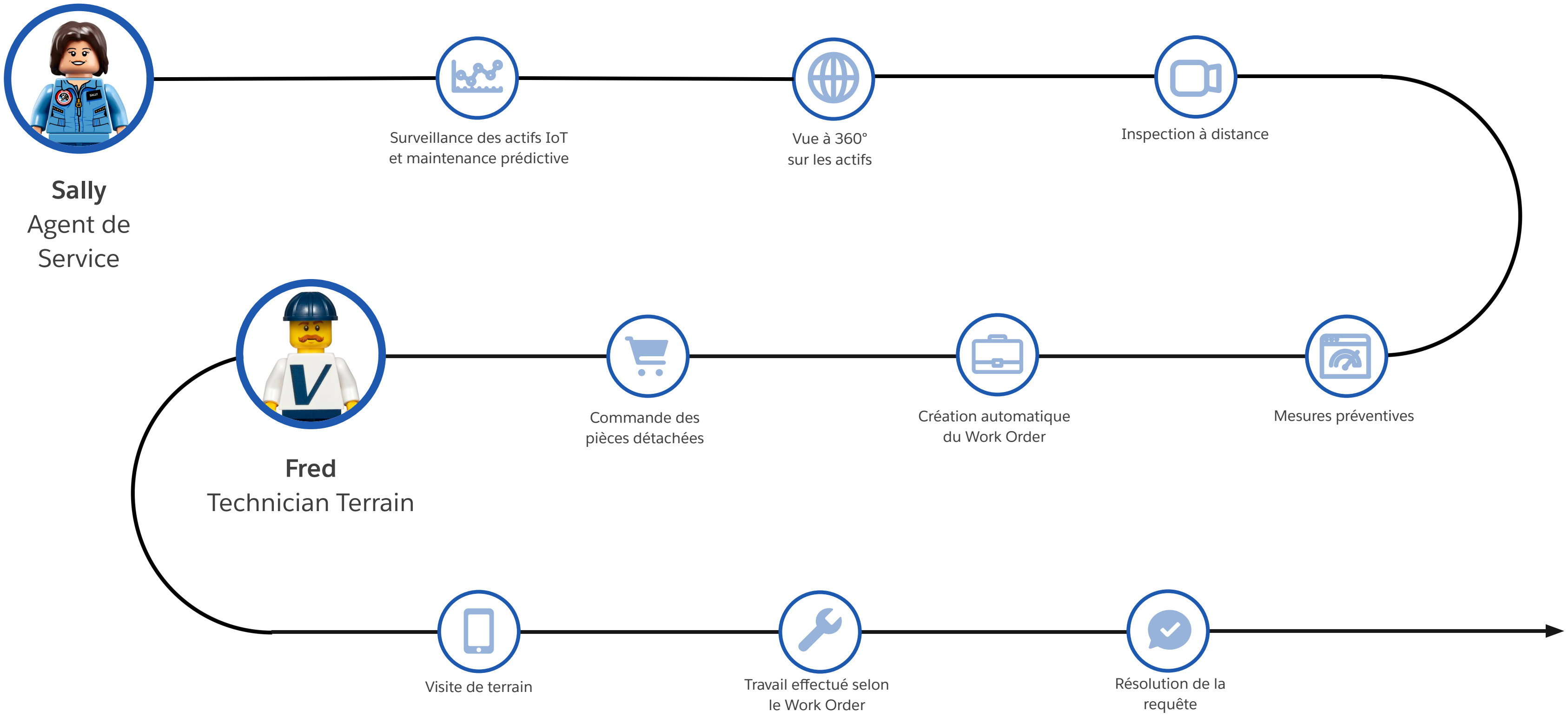
Technicien Terrain

Chapitre 1:
Libre-service et gestion des requêtes optimisés par l'IA



Chapitre 2:

Maintenance prédictive et vue à 360° des actifs

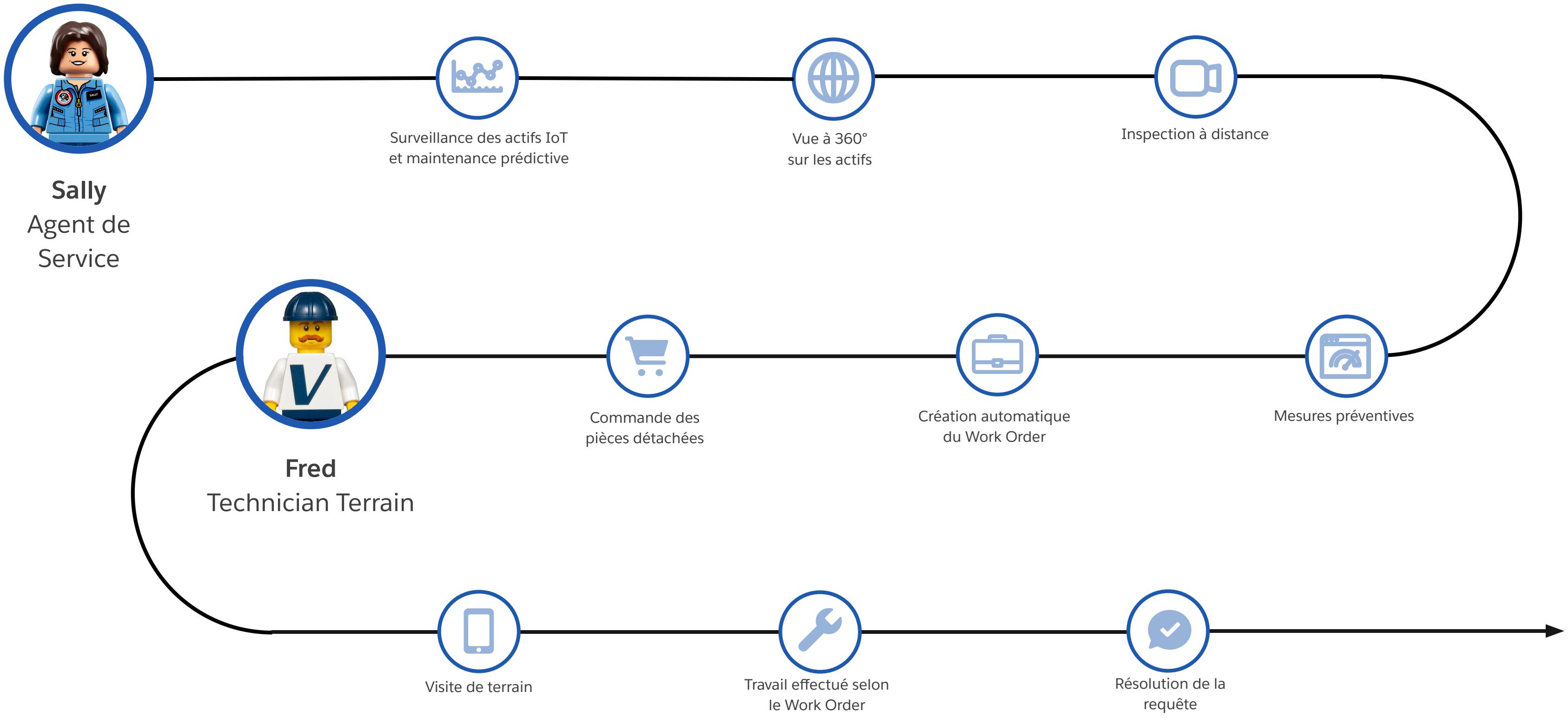



1
Notifications
Marquer tout comme lu
Alerte Prédictive
La production d’énergie est plus basse qu’attendu. Menez une investigation pour en analyser la cause.
30 septembre 2024, 9:23
SALLY

Demo du processus de service client

Récapitulatif du Chapitre 2:

Maintenance prédictive et vue à 360° des actifs



Principaux points à retenir

Une vue à 360° sur les clients et les actifs est essentielle pour des expériences connectées

Les meilleures requêtes clients sont celles qui n’atterrissent jamais sur votre bureau

L'IA peut accroître la productivité des services, des agents internes aux agents sur le terrain

30%
Augmentation de la résolution des requêtes avec l’IA

Merci pour votre attention

Références clients en Suisse

Clement Therrillion

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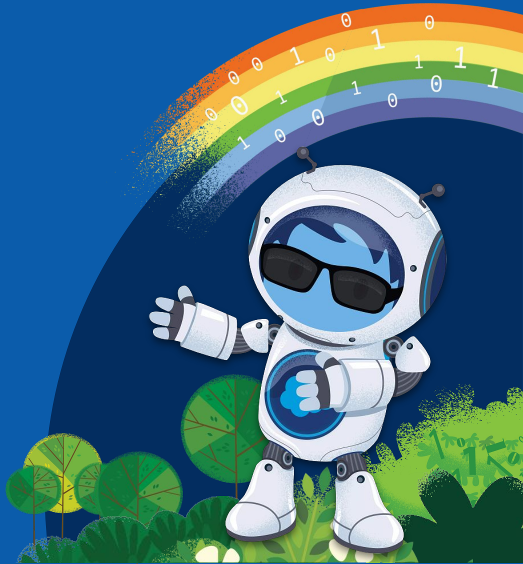
079 380 0345

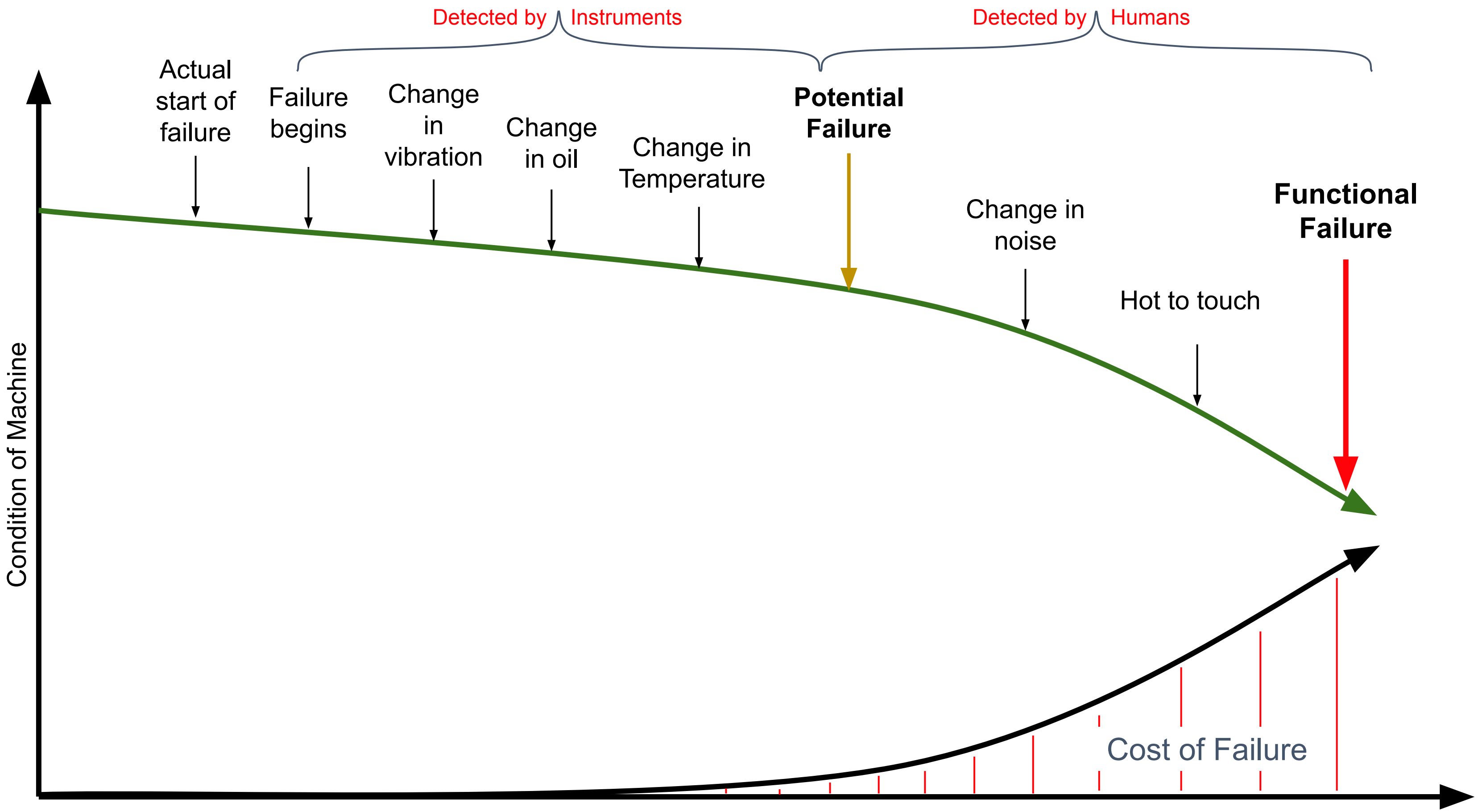
Agentforce World Tour Lausanne

Agentforce World Tour Lausanne

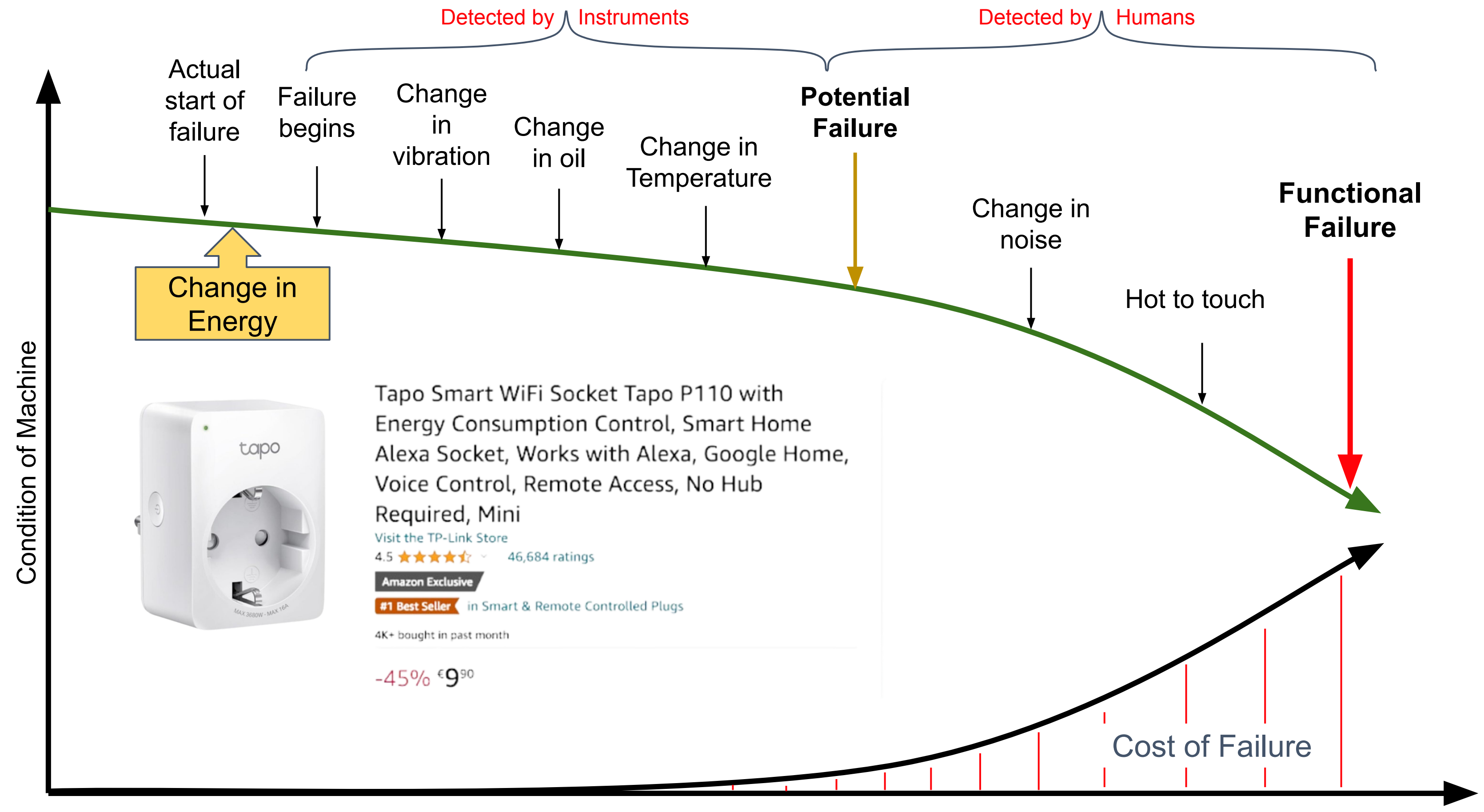
15th October, Swiss Tech Convention Center

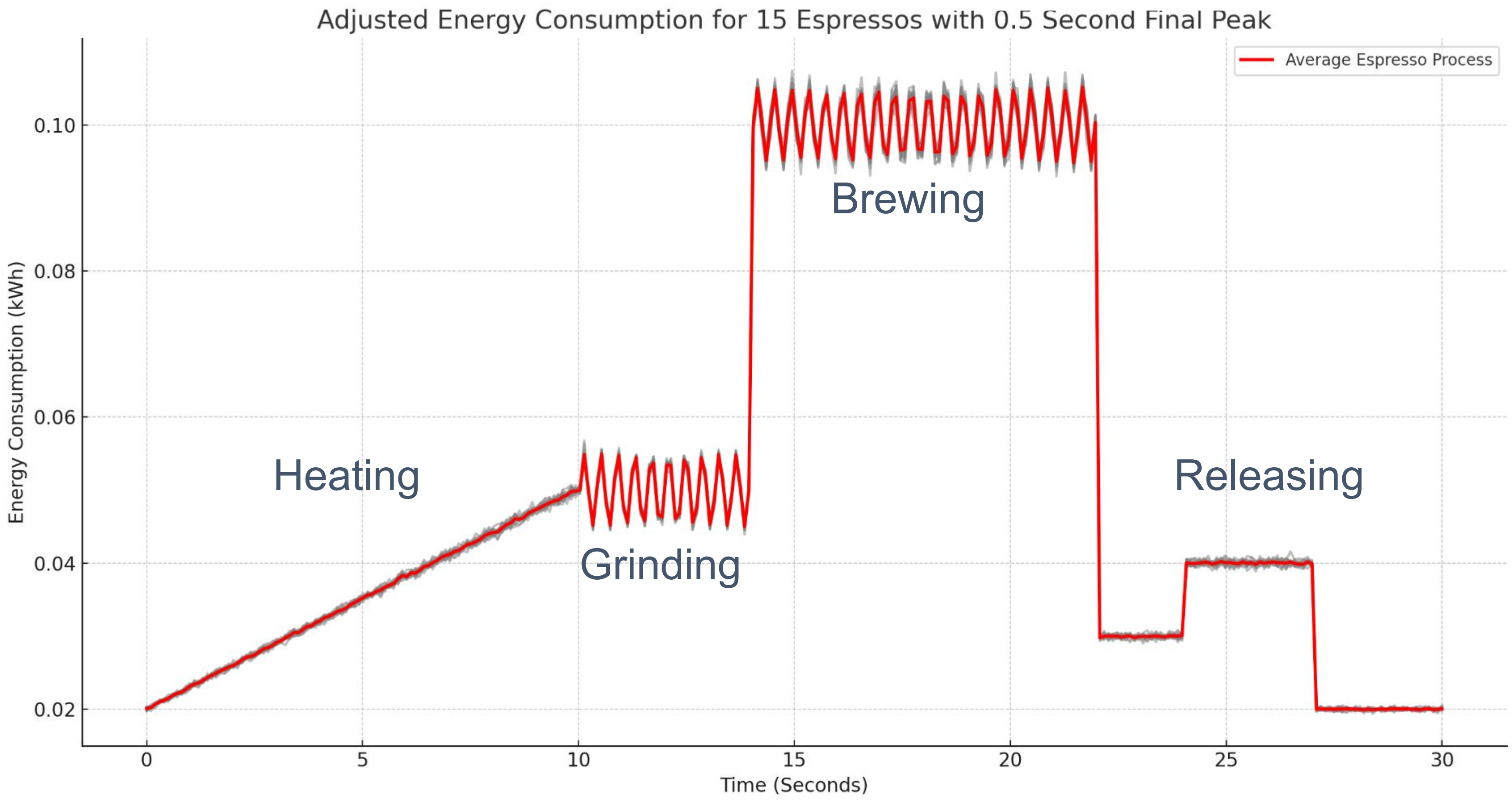


Timeline of a Failure



Energy based predictive maintenance





Adjusted Energy Consumption for 15 Espressos with 0.5 Second Final Peak
Average Espresso Process
Energy Consumption (kWh)
0.10
0.08
0.06
0.04
0.02
Brewing
Heating
Grinding
Releasing
0
5
10
15
20
25
30
Time (Seconds)