

# 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



# Forward Looking Statements

This presentation contains forward-looking statements about, among other things, trend analyses and statements regarding future events, future financial performance, anticipated growth, industry prospects, environmental, social and governance goals, our strategies, expectation or plans regarding our investments, including strategic investments or acquisitions, our beliefs or expectations regarding our competition, our intentions regarding use of future earnings or dividends, and the expected timing of product releases and enhancements. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, Salesforce's results could differ materially from the results expressed or implied by these forward-looking statements. The risks and uncertainties referred to above include those factors discussed in Salesforce's reports filed from time to time with the Securities and Exchange Commission, including, but not limited to: our ability to maintain security levels and service performance that meet the expectations of our customers, and the resources and costs required to avoid unanticipated downtime and prevent, detect and remediate performance degradation and security breaches; the expenses associated with our data centers and third-party infrastructure providers; our ability to secure additional data center capacity; our reliance on third-party hardware, software and platform providers; uncertainties regarding AI technologies and its integration into our product offerings; the effect of evolving domestic and foreign government regulations, including those related to the provision of services on the Internet, those related to accessing the Internet, and those addressing data privacy, cross-border data transfers and import and export controls; 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



02

# Offrir un Service centré sur les Actifs

▶ Gestion du cycle de vie des Actifs

▶ Actifs Connectés

The screenshot displays a comprehensive asset management system. At the top, a 3D rendering of a white and blue robot character is shown above a web browser window. The browser shows an 'Assets' page for an asset named 'Tinko 50" ZT 227188998'. The asset details include its serial number (227188998), account (HJ Corporation), contact (Geoff Smith), and purchase date (1/3/2023). Below this, a 'Milestones' section lists key events: 'Order Received' (01/16/2019), 'Manufactured' (02/03/2019), 'Delivered' (04/04/2022), 'Sold', '1 Month Service', '3 Month Service', '6 Month Service', and '1 Year Service'. The interface includes tabs for 'Overview', 'Assets Metrics and Events' (which is selected), 'Details', 'Warranties', 'Cases', 'Work Orders', 'Claims', and 'Asset Graphs'. To the right, there's an 'AI Summary' section with an 'Asset Summary' card for the Tinko asset, detailing its name, installation date (January 2023), status (Operational), and summary recommendations. Below this is a 'Additional Details' section with 'Telematics Information' and 'Asset Health Status' cards. A mobile phone screen in the foreground shows a timesheet application titled 'Monday 11/19'. It lists three shifts: 'Not Submitted' from 7:30AM to 10:30AM with a total time of 3 hrs. A button '+ Add another shift' is visible. Below this is a 'Spread Hours' section with three entries: '2 hrs - Idle Time' (7:00 AM - 9:00 AM), '30 mins - Break Time' (1:00 PM - 1:30 PM), and '2 hrs - Meeting Time' (10:00AM - 10:30AM). A summary at the bottom right shows 'Output Power' (634 kW) and 'Unadjusted Payout' (278 degC). A note at the bottom left states: 'This tool uses generative AI output for accuracy and safety.'

# Salesforce Manufacturer 360



Quatre cas d'usage pour l'industrie manufacturière

## Moderniser les Operations Commerciales

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

## Simplifier l'Engagement avec les Partenaires

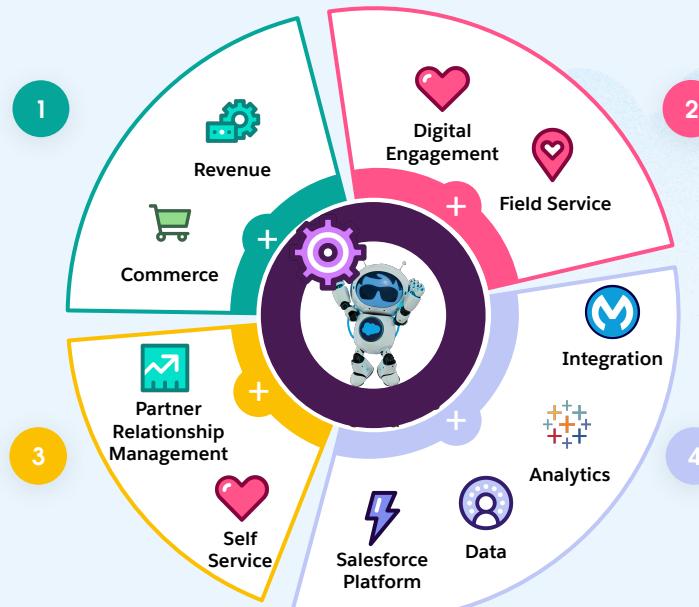
Facilité de collaboration avec Dealers/Distributeurs  
Extension et collaboration pour orchestrer les ventes et le service après-vente

## Transformer l'Experience Service

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

## 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



### Produits connectés, Actifs et Opérations



# 5 Years of Manufacturing Cloud Innovations

Investing in the future success for the industry...



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
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
Manufacturing Data Foundation	Forecast Fact Tables	Sales Agreements & Order Actuals	Programs & Components	Product Catalog	Inventory & Locations	Assets & Fleets	Warranties & Claims
Salesforce Foundation	Salesforce Platform	Sales Forecasting	Lead & Oppy Management	Self-Service	Case Management	Knowledge Management	+ additional Industry data objects

\*Roadmap

New innovation  
3x/year

# 5 années de Manufacturing Cloud

Investir dans le futur pour l'industrie manufacturière



Sales Agreements

Experience Cloud for Manufacturing

Account Forecasting

Rebate Management

Sales Agreement Analytics

Manufacturing Cloud for Service

Omnistudio

Advanced Forecasting

Sales Agreement & Forecasting Category Support

Program Based Business

Forecasting & Rebate Analytics

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

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

2021

2022

2023

Nouveau en Oct. 2024



salesforce



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

Démonstration Live



03

# 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



**Conrad Customer**  
Directeur des Achats

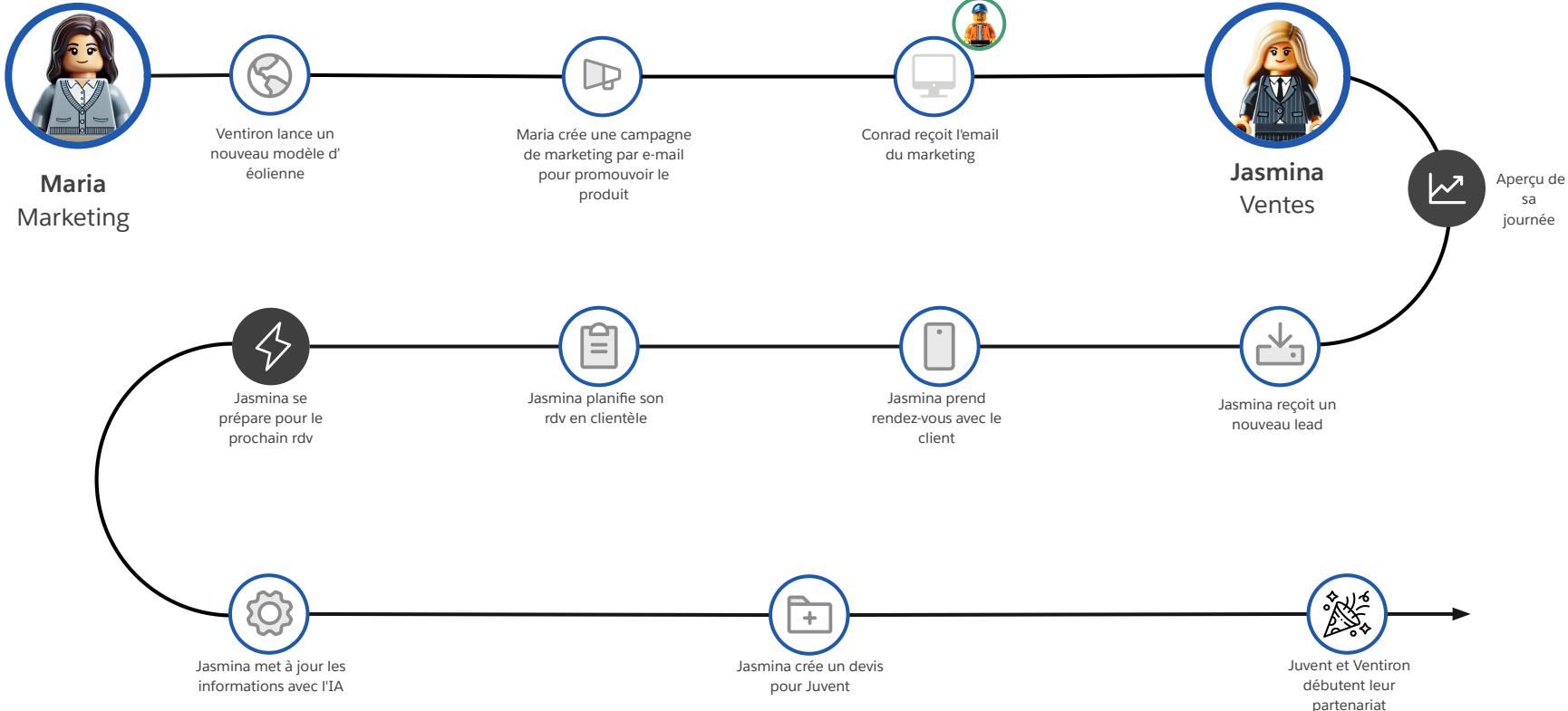


**Maria**  
Marketing



**Jasmina**  
Ventes

# Parcours de la démo



The screenshot shows a tablet displaying the Salesforce Marketing Cloud interface. The top navigation bar includes 'Marketing', 'Campaigns', 'Automations', 'Content', 'Email Templates', and 'Account Engagement Settings'. The main content area shows a campaign named 'AquaVento 5000x - Promotion' with the following details:

Type	Status	Start Date	End Date
Email	Completed	10/1/2022	10/31/2024

The 'Details' tab is selected, showing:

- Campaign Name: AquaVento 5000x - Promotion
- Description: Campaign designed to drive pipeline for the AquaVento 5000x.
- Related: Parent Campaign (All Email Marketing)
- Details: Type (Email), Status (Completed), Start Date (10/1/2022), End Date (10/31/2024), Active (checked).
- Planning: Leads in Campaign (94), Contacts in Campaign (86).
- Budgeted Cost in Campaign: USD 10,000.00
- Expected Revenue in Campaign: USD 20,000.00

A circular chart titled 'Campaign Members' shows the number of members: 179 total, with 165 in the main segment and 14 in a smaller segment.

The 'Influenced Opportunities' section lists one opportunity: Optos Inc. - New Business - 23K, with details: Revenue Share: USD 22,500.00, Amount: USD 22,500.00, Stage: Proposal/Quote.

Application pour le Marketing

Soutient la planification et les KPIs du succès des campagnes



Ventiron

Marketing Campaigns Automations Content Email Templates Account Engagement Settings

Prospects Leads Contacts Visitors Segmentation Segmentation Lists Segmentation Rules Profiles Prospect Accounts

Ventiron AquaVento 5000x BUILDING TESTING Basic Info

**Dynamic List Rules**

Match type  Match all  Match any

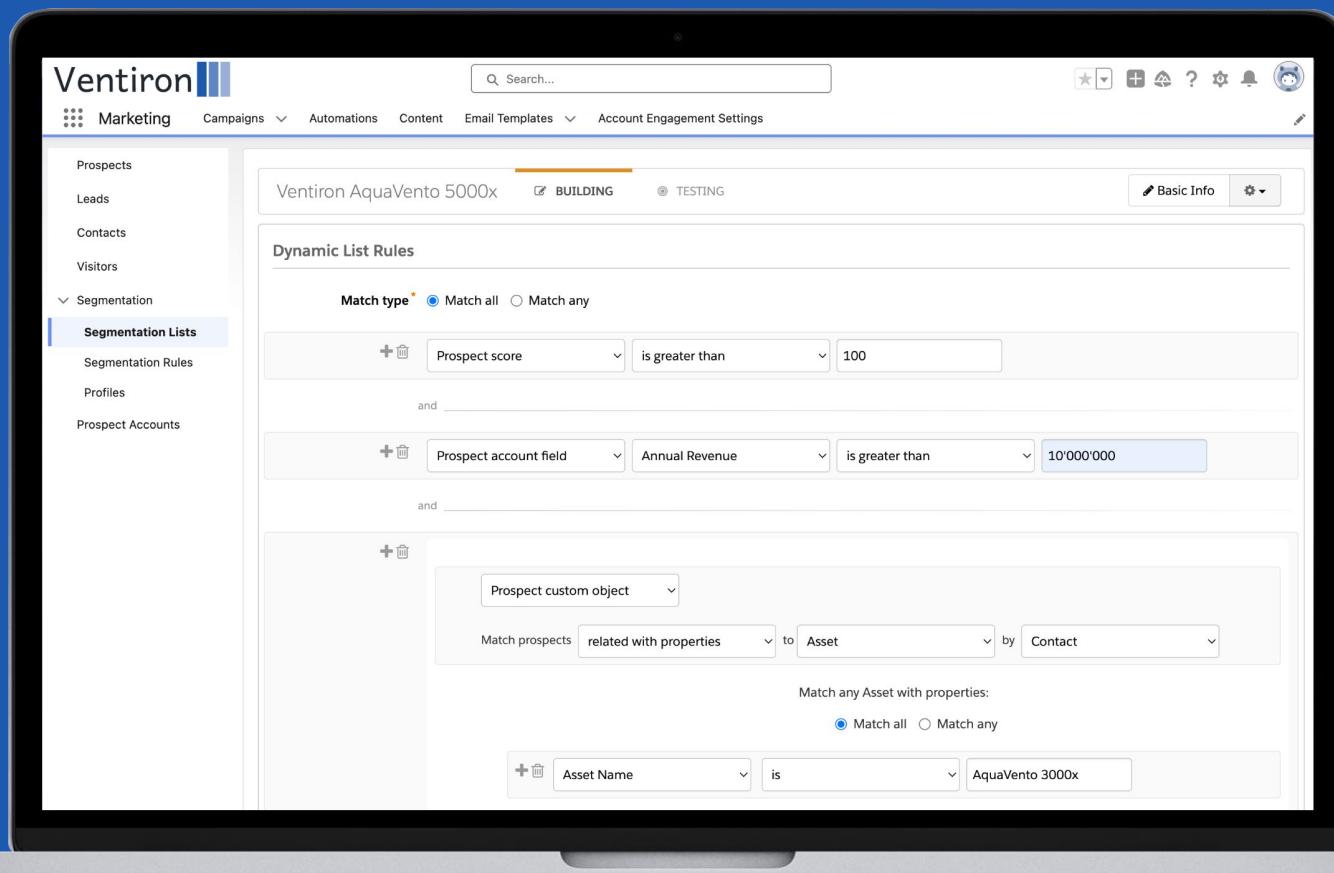
+ Prospect score is greater than 100  
and

+ Prospect account field Annual Revenue is greater than 10'000'000  
and

+ Prospect custom object  
Match prospects related with properties to Asset by Contact

Match any Asset with properties:  
 Match all  Match any

+ Asset Name is AquaVento 3000x



Segmentation optimisée

Groupes cibles très pertinents

Activation simple de la donnée



Email Content Builder

Desktop

Components

Search

Standard (4)

- Button
- HTML
- Image
- Rich Text

Layout (6)

- 1 Column
- 2 Columns
- 2 Columns (1:3)
- 2 Columns (3:1)
- 3 Columns
- 4 Columns

Custom (1)

- Video

Ventiron

The new AquaVento 5000x

Dear Conrad,

We have a new turbine that is just right for you at Ventiron.

It is more powerful than any turbine before and produces 7 GWh of electricity per year in the most efficient way!

Contact us at any time for further information or click the button below.

Click for Information!

Row > Rich Text

Content Style

Format Font Size

B I U A-

Text Alignment

Image

Source

Merge Fields

Email Content  
Builder



Ventiron

Marketing Campaigns Automations Content Email Templates

Engagement Studio

Automation Rules Page Actions Segmentation Lists

ENGAGEMENT STUDIO

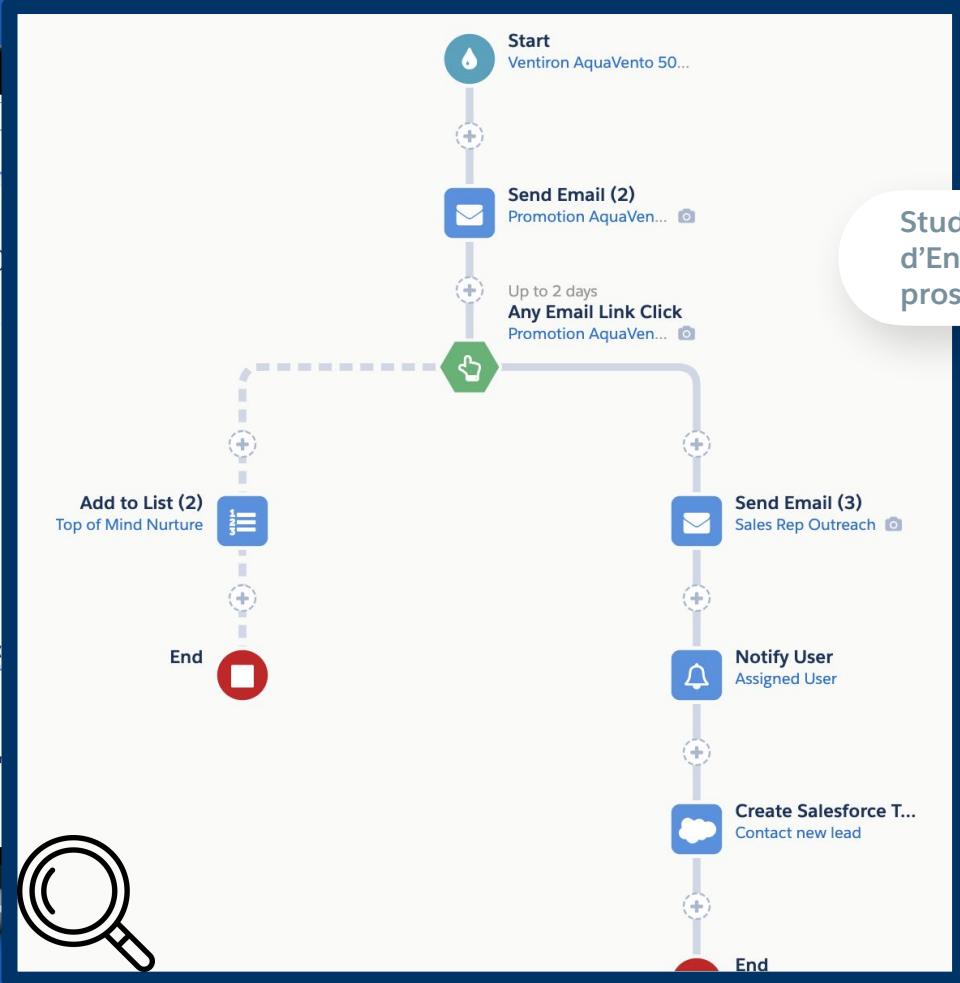
Ventiron AquaVento 50

BUILD TEST REPORT ACTIVITY

Add to List (2) Top of Mind Nurture

Add to List (2) Top of Mind Nurture

End



Studio  
d'Engagement des  
prospects/clients



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

The new AquaVento 5000x

Dear Conrad,

We have a new turbine that is just right for you at Ventiron.

It is more powerful than any turbine before and produces **7 GWh** of electricity per year in the most **efficient** way!

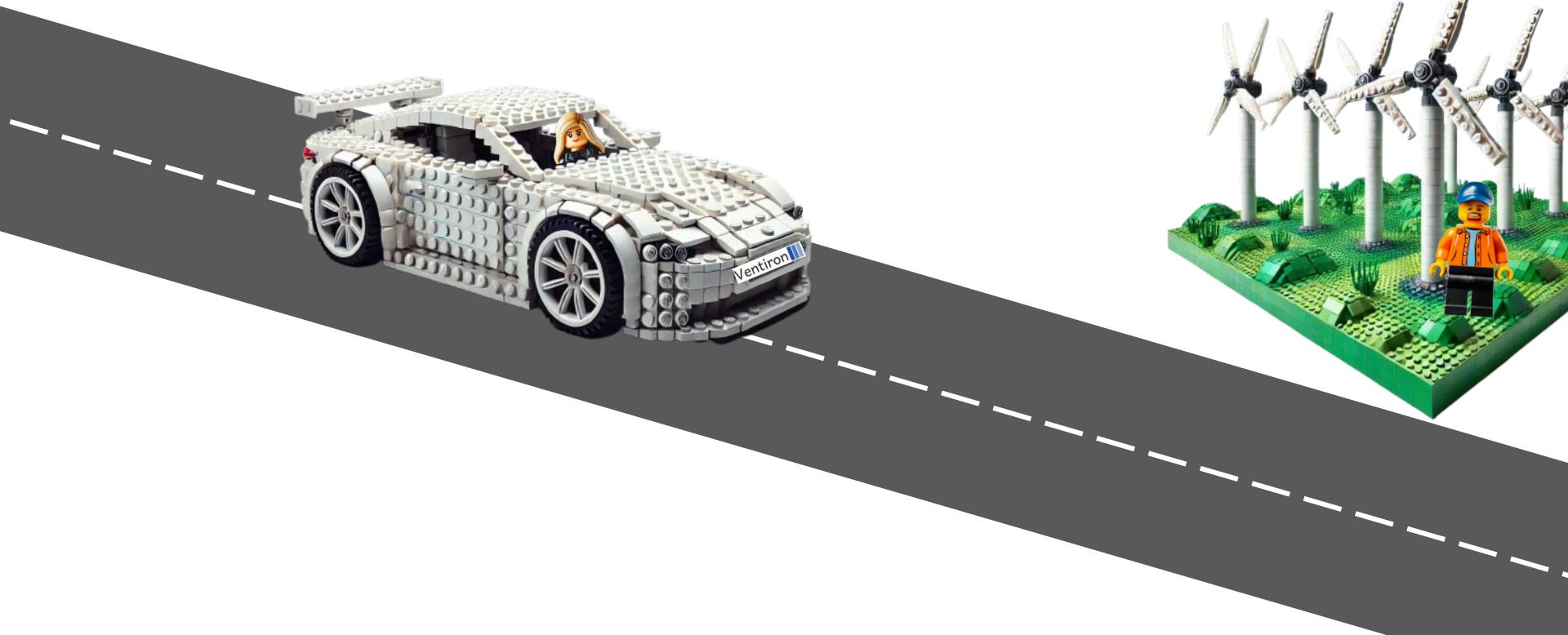
Contact us at any time for further information or click the button below.

Click for Information!



# Demo du processus de vente

# Jasmina rend visite à Juvent et Conrad





Votre  
éolienne est  
incroyable !



Attendez  
de la voir  
en action



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



07

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

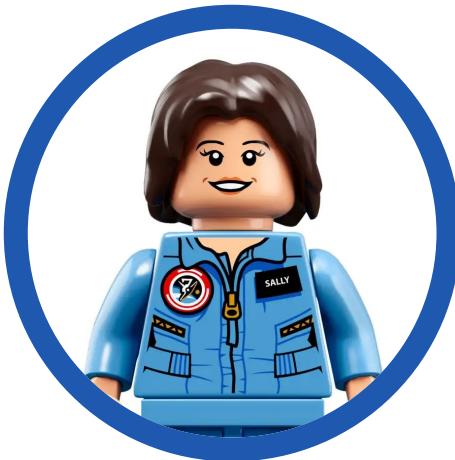


# Voici les personnages de notre démo



**Olivia**

Directrice des Opérations



**Sally**

Agent de Service

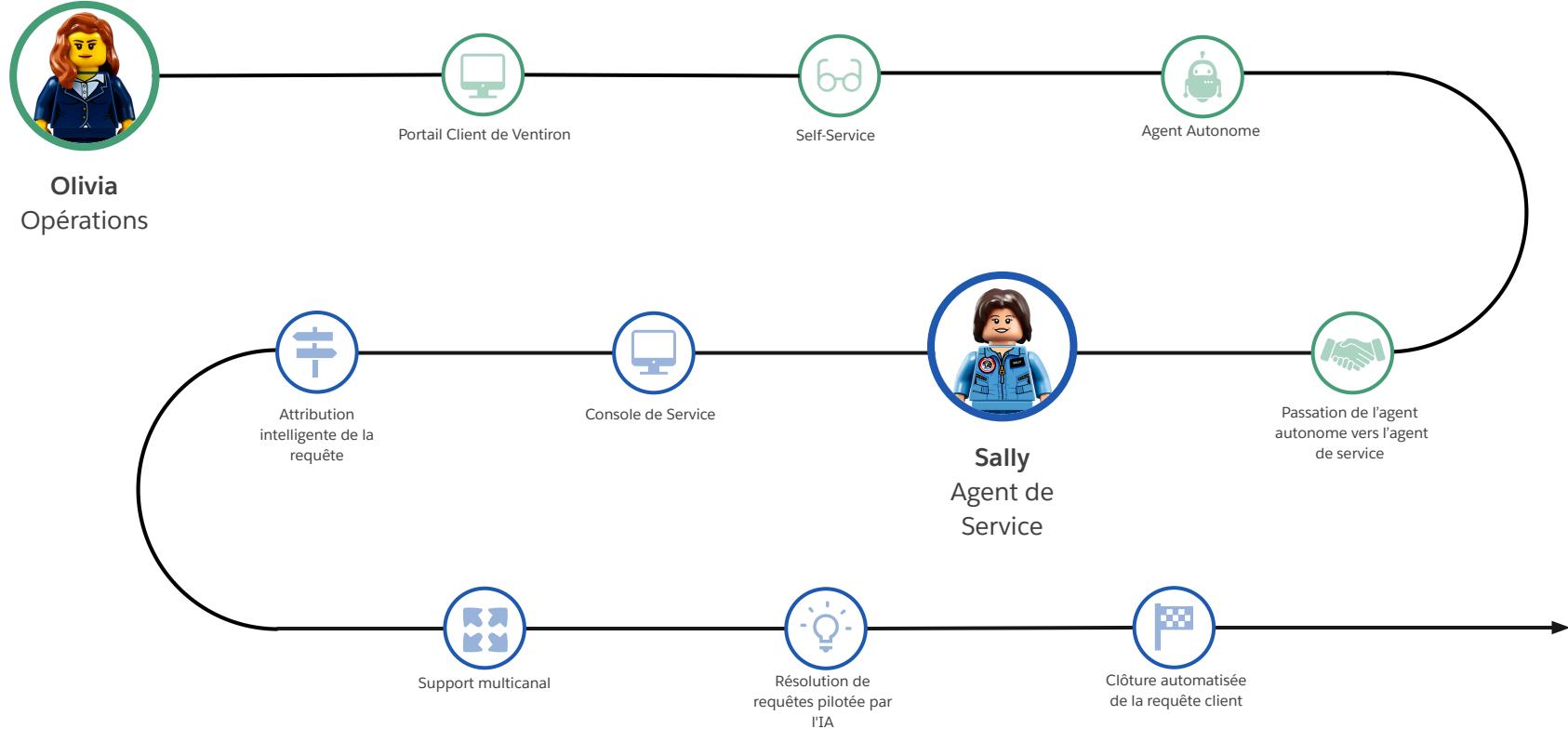


**Fred**

Technicien Terrain

## Chapitre 1:

# Libre-service et gestion des requêtes optimisés par l'IA



## Chapitre 2:

# Maintenance prédictive et vue à 360° des actifs



**Sally**  
Agent de  
Service



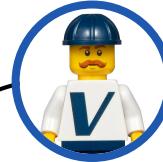
Surveillance des actifs IoT  
et maintenance prédictive



Vue à 360°  
sur les actifs



Inspection à distance



**Fred**  
Technician Terrain



Commande des  
pièces détachées



Création automatique  
du Work Order



Mesures préventives



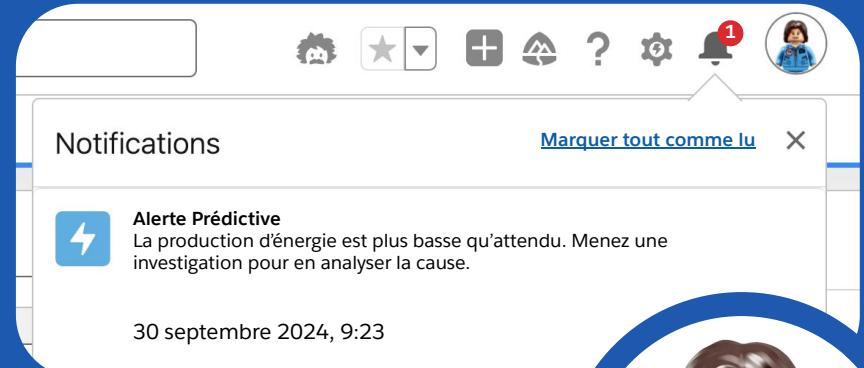
Visite de terrain

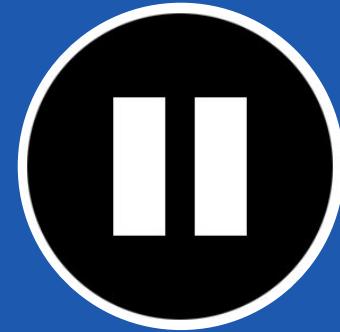


Travail effectué selon  
le Work Order



Résolution de la  
requête





**Demo du processus  
de service client**

## Récapitulatif du Chapitre 2:

# Maintenance prédictive et vue à 360° des actifs



**Sally**  
Agent de  
Service

Surveillance des actifs IoT  
et maintenance prédictive

Vue à 360°  
sur les actifs

Inspection à distance



**Fred**  
Technician Terrain

Commande des  
pièces détachées

Création automatique  
du Work Order

Mesures préventives



Visite de terrain



Travail effectué selon  
le Work Order



Résolution de la  
requête

# 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

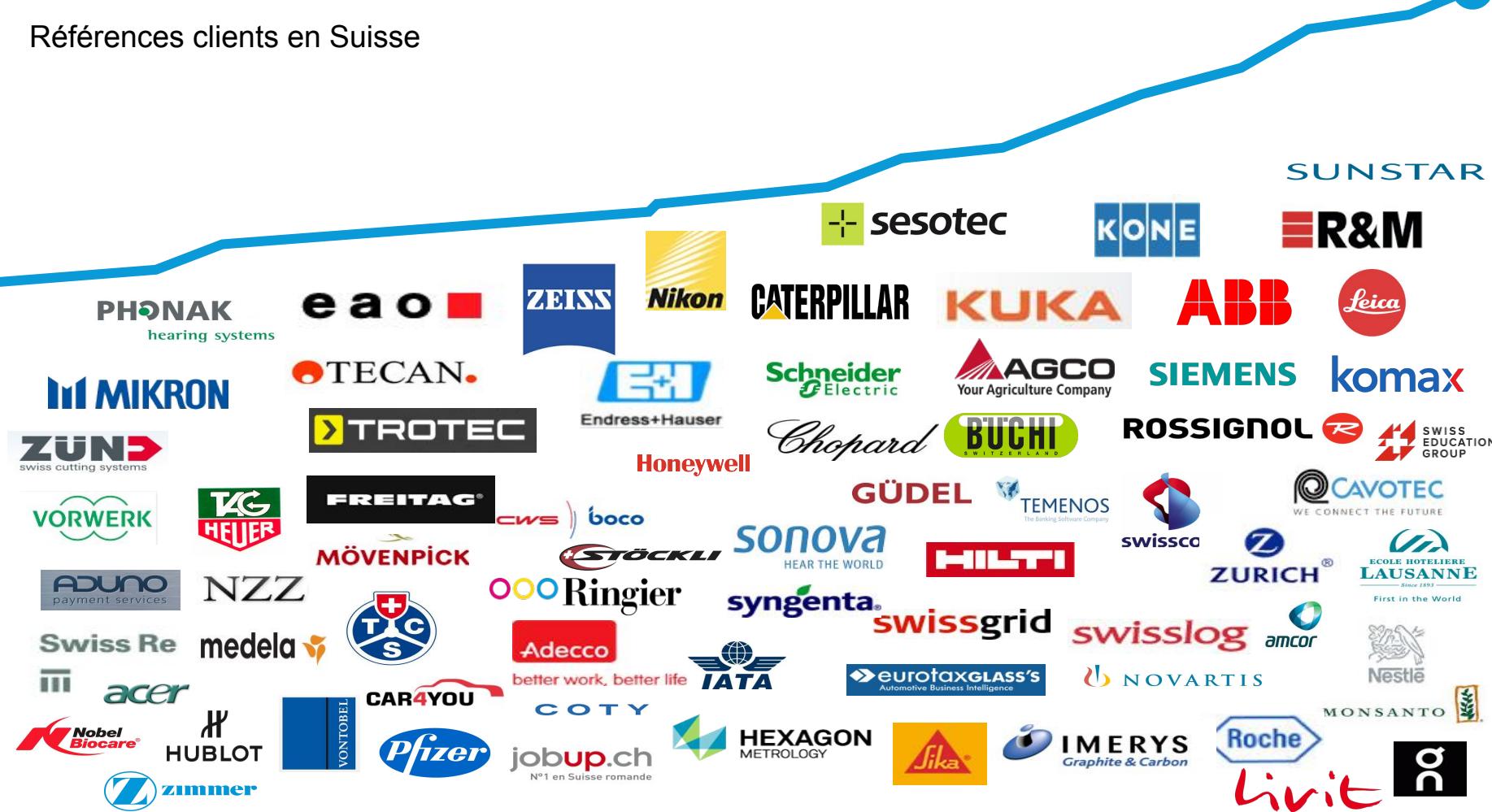
L'IA peut accroître la productivité des services, des agents internes aux agents sur le terrain



# Merci pour votre attention



## Références clients en Suisse



# Clement Therrillion

Solutions Engineer, Salesforce

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079 380 0345

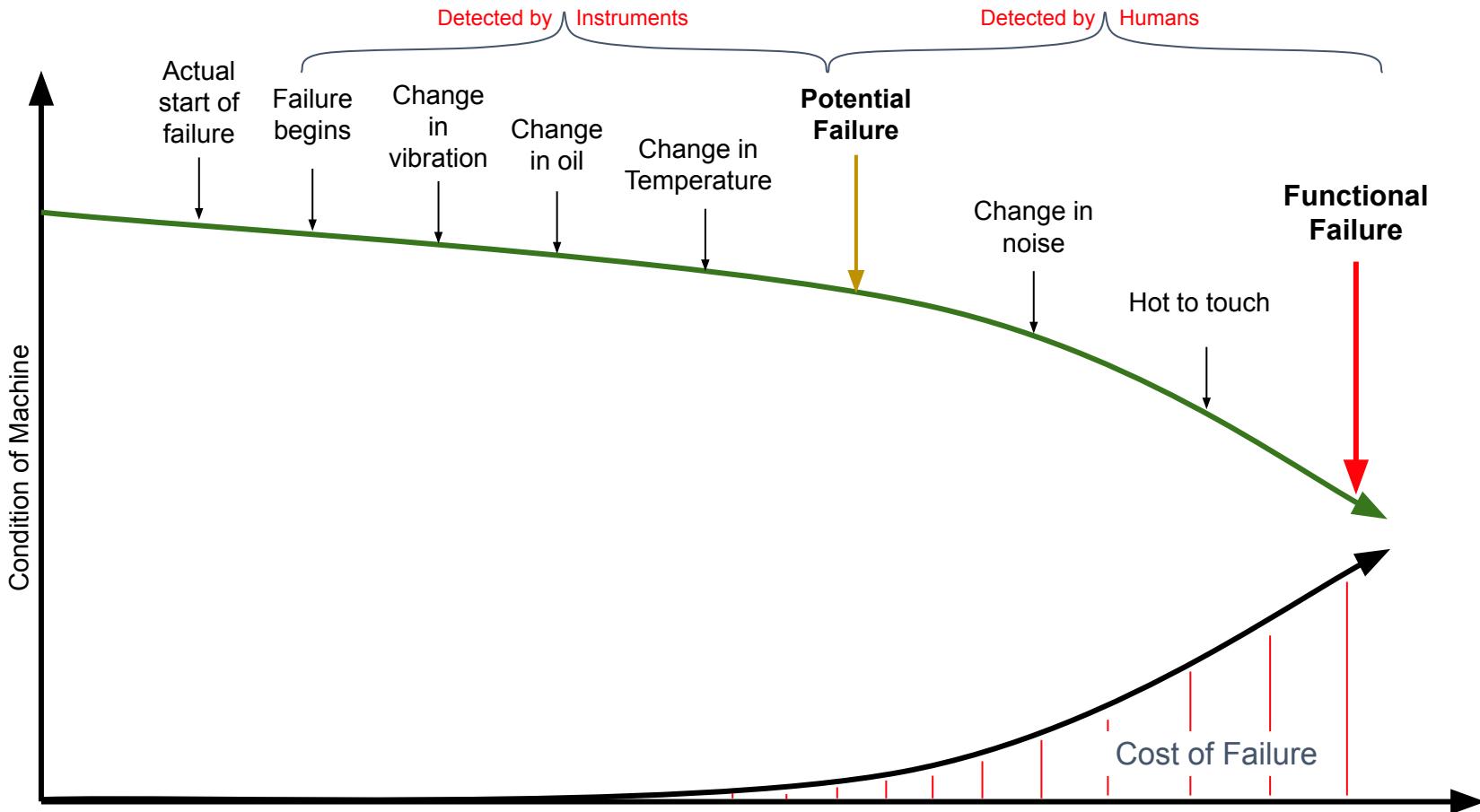


# Agentforce World Tour Lausanne

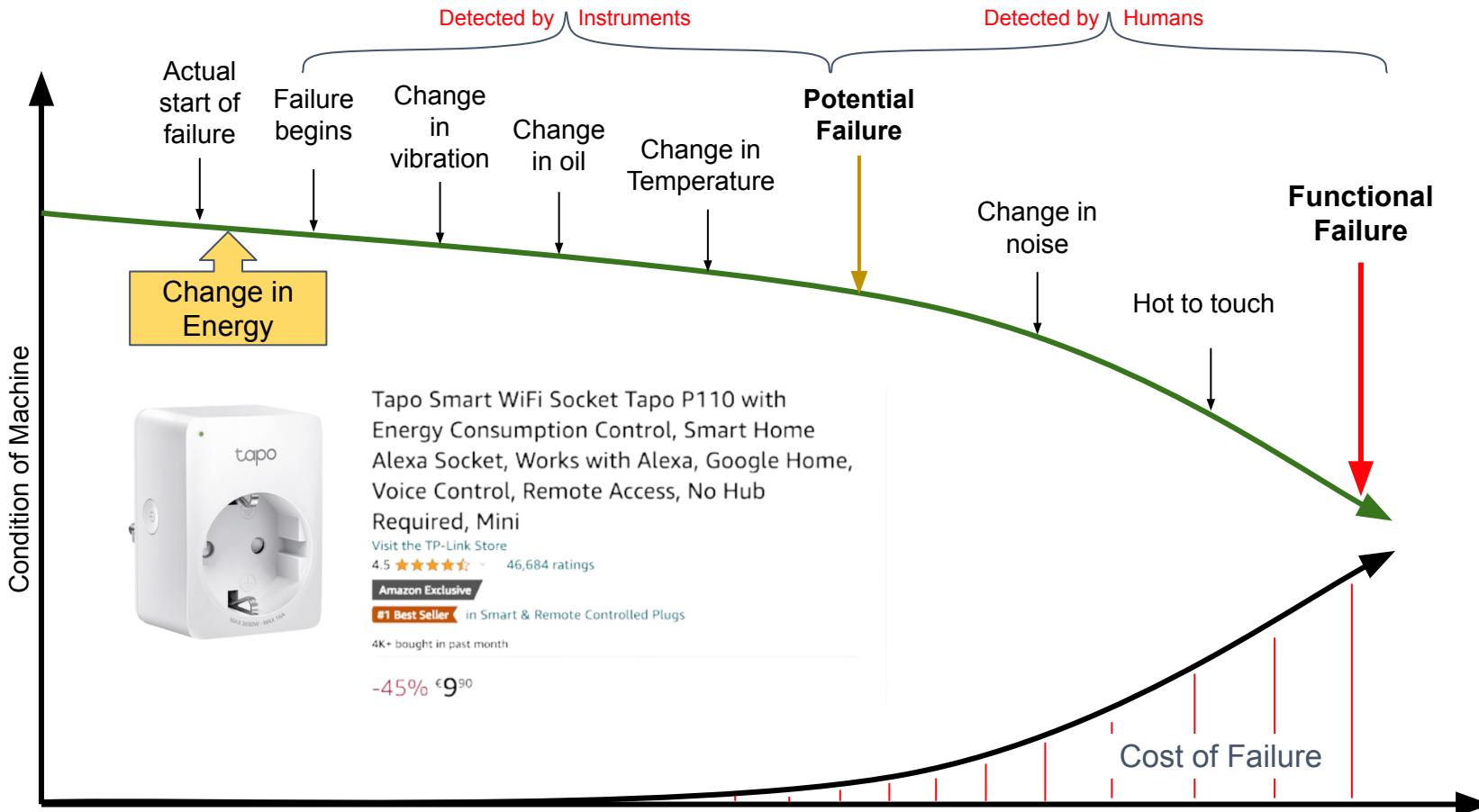
15th October, Swiss Tech Convention Center



# Timeline of a Failure



# Energy based predictive maintenance



Adjusted Energy Consumption for 15 Espressos with 0.5 Second Final Peak

