

# FastLean

A unique accelerator for  
manufacturing companies.



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## Becoming customer focused in a product driven industry

Today, the global manufacturing industry is going through intense changes, and these changes, or disruptions, are centered on 4 areas:

**Globalization.** Companies source products and parts from all over the globe and serve customers in just as many far off regions. This new, interconnected society, has led to increased competition, service innovation and geographic expansion.

**Speed.** The pace of business and change is increasing. New products are released every year, making old technologies that we used to rely on obsolete. It has brought more competition, faster innovation cycles, lean operations and faster time to value.

**Connectivity.** We are connected to more people, places and things than ever before, the customer is fully empowered and multi-channel access is expected by customers and partners.

**Connected Products:** Machine to machine communication has created opportunities in manufacturing to connect to our products anytime and anywhere. But it has also increased expectations on how we connect and how we engage with our end user based on the big data flow originating from products.

These disruptions have brought an inevitable need for greater, more complex coordination among the various players. To address these challenges, Deloitte Digital has developed *FastLean*, a unique accelerator for manufacturing companies using Salesforce technology. It combines the industry best practices and Salesforce expertise from Deloitte to provide an online & mobile solution for Sales, Service and Marketing teams.

With *FastLean*, Deloitte has prebuilt the industry standard. *FastLean* provides a strong baseline for customer transformation projects, while having a large impact on the speed of innovation, realization, adoption and business results. *FastLean* is a preconfigured solution on the Sales, Service, Marketing and Analytics Cloud.



**Faster** time-to-value with *FastLean*, a pre-configured & pre-integrated solution built by Deloitte on Salesforce technology.



“With *FastLean* Deloitte jumpstarts your Customer Transformation program by leveraging industry best practices and the capabilities of Salesforce and the key players in the eco-system.”

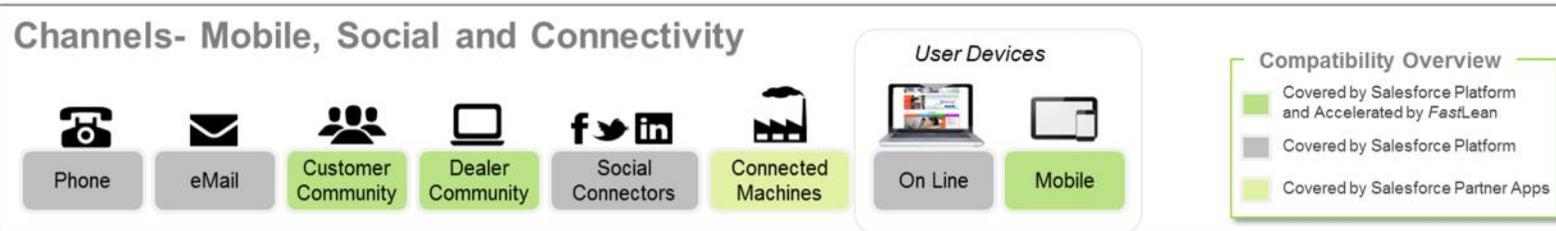
# Drive your business into its next phase of growth by improving collaboration with customers, partners, employees and connected products.

## Driving value through industry experience

For years, Deloitte Digital has been at the forefront of customer-focused digital transformation programs within the manufacturing industry. Over this time we have built up a wealth of knowledge and insight that has been leveraged in the development of *FastLean*. Working with industry leading manufacturing companies has given us an understanding of what capabilities are required to cover customer management within the Manufacturing industry. Our accelerator makes the most of these capabilities to deliver real value to both the customer and the business.

## The Deloitte and Salesforce advantage

Deloitte Digital's Salesforce practice has access to an unmatched range of services for consulting, financial advisory, digital and risk management on a global basis. Combining our industry knowledge and our experience in delivering complex Salesforce implementations, Deloitte Digital is well placed to help you quickly see a return on your investment. Our implementation approach (built on agile principles) enables our clients to realize benefits quickly by focusing on rapid development of high-value capabilities. We understand that a successful implementation is more than just delivering the technology, this is why we also work with our clients to embed the right service philosophies and deliver tailored training and change programs to enable employees.



## Delivering a tailored product

By choosing an accelerator approach, your company will directly benefit from our experience and deep industry knowledge.

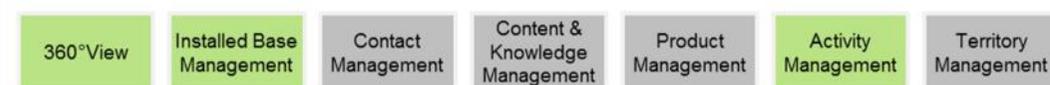
## Business Processes



Whilst the industry faces similar challenges, we know our clients have individual needs and priorities. *FastLean* is a flexible and adaptable product that can easily be configured to ensure a tailored fit and help you differentiate your business to create competitive advantages.

Our consultants will work with you to identify which capabilities are required and deliver priorities accordingly. Using our manufacturing specific customer capability frameworks we can accelerate this process and help you move quickly into implementation.

## CRM Foundations



## Analytics & Collaboration



At the end of the implementation the IP of the *FastLean* solution will be owned by the customer.

# FastLean has preconfigured processes and functionalities which significantly accelerate the requirements gathering and implementation process.

## FastLean Core

- **Customized Data Model** - FastLean has a pre-defined data model for Sales, Service and Marketing with over 10 custom objects to match industry needs
- Next to the standard Sales, Service & Marketing Cloud, FastLean also preconfigured and integrates with the new Analytics Cloud and Field Service Lightning from the Service Cloud
- **Mobile solution – As a CloudIP solution**, FastLean captures the entire setup from backend to mobile app, fully running and leveraging Salesforce1 standard capabilities

## FastLean Extension

- **Interaction Manager** - Showing actionable account insights and Interaction timeline visualizes all customer interactions for a specific Account and its hierarchy
- **Geoplanning & Next best action** - Mapping CRM data on google map to plan visits and find the most optimized routes based on real-time traffic information. The next best action engine proposes the next action based on geo-location
- **Visit Reporting** - Visit report management for sales, service and account visits with dynamic engine to manage questions per visit type. Fully chatter enabled
- **Dealer Communities** - Manage partner requests, share collateral and closely collaborate on opportunities and accounts
- **Customer Communities** - Manage your online customer interactions and digital experiences in the sales and service cycles
- **Customer Satisfaction (NPS)** - Engine to send NPS surveys and capture responses to manage corrective actions and to ensure great customer satisfaction
- **Installed Base Management & IoT** - Facilitation of the 360° view on installed base, locations, service contracts and service jobs/work orders; including pre-integration with ThingWorx IoT Platform
- **Operational Reporting** - predefined dashboards and reports for Sales, Service and Marketing to bring best practice process KPI's to ensure follow-up and coaching capabilities

## FastLean is also pre-integrated with different AppExchange partners

- **Configure – Price – Quote** (Cameleon PROS, APTTUS & Steelbrick) - Manage the entire quote to order phase of your sales process, and even expose CPQ to you partner or customer communities
- **NPS Survey** (Survey Force) - Create, send, and capture customer feedback natively in Salesforce
- **CTI Integration** (Vocalcom) - Deliver telephony integration to boost service agent productivity



## EXPECTED BUSINESS BENEFITS

- Increase revenue streams of sales and service reps (spending less time on admin) which results in more visits per day and time optimization
- Reduce sales and service churn by increasing customer loyalty through closer collaboration with customers and faster and better service delivery
- Generate more pipeline and leads through an increase of proactive sales follow-up and coaching capabilities of sales reps
- Increase partner loyalty and results through more integrated collaboration with partners on deals and services (dealers, agents, etc.)
- Reduction of sales & service costs through overall efficiency gain



<http://youtu.be/Rszgr4-ip-c>

## Other Deloitte IP to accelerate your customer transformation



Value Map for Salesforce



Deloitte's PMO tool (Tracker)



Deloitte's Agile methodology (EVD)



Deloitte's industry process engine



Salesforce Global Deployment Toolkit



Change Management Toolkit

## LEARN MORE

Contact Deloitte to schedule a live demonstration or an assessment of your requirements and how they fit with Deloitte's customized manufacturing industry solution or learn more at [www.deloitte.com/salesforce/](http://www.deloitte.com/salesforce/).

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