Cloud4M
by Deloitte

ACCELERATING TRANSFORMATION *for* MANUFACTURERS

Get ahead of Industry 4.0 with a customer-centric approach

The complexity of the manufacturing world requires deep capability in key areas such as product configuration, B2B selling, subscription management, and IOT. Many IT organizations are not ready to embrace the opportunities of Industry 4.0, experiencing delays in choosing the right IT solutions and confusion in how to measure success and prove value when shifting from a product to a customer centric approach.

Meet Deloitte Cloud4M, a pre-configured multi-cloud solution. Deloitte's depth of industry experience brings starter business processes and manufacturing relevant data science to Deloitte Cloud4M. Our design-led implementation approach drives customer-centricity and an iterative way to demonstrate value and scale quickly.
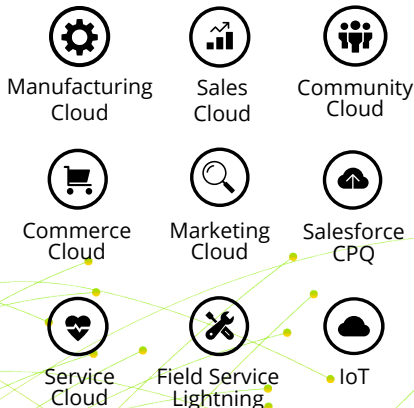
Accelerating the digital transformation

All Salesforce clouds are pre-configured with a data model fit for manufacturers, giving you a single view of customers, partners, and connected products. With pre-built back office integration, you can surface supply chain, financial, and other data to provide coherent experiences.

Having the right elements is important, but the secret is in how you combine them to deliver great experiences for your customers, partners, and employees. Deloitte Cloud4M combines all the Salesforce clouds with selected manufacturing-relevant partner solutions. A pre-packaged app also exists as an ISV, which leverages Manufacturing Cloud and provides a ready-to-install solution for complex B2B selling.

Finding the right mix, prioritizing your roadmap

SALESFORCE CLOUDS

- Manufacturing Cloud
- Sales Cloud
- Community Cloud
- Commerce Cloud
- Marketing Cloud
- Salesforce CPQ
- Service Cloud
- Field Service Lightning
- IoT

SELECTED ECOSYSTEM PARTNERS

- Anaplan
- thingworx
- MuleSoft
- Showpad
- tacton
- amazon web services
- NewVoiceMedia

DELOITTE IP AND APPROACH

- Starter business process
- Design thinking
- Manufacturing data model
- User centric approach
- Deloitte Insights
- Salesforce factory
- Iterative approach
- Connected supply chain

Simplifying the process

For manufacturers, achieving digital transformation requires a major shift from product focus to customer and user focus. Deloitte Cloud4M is designed with the customer at its heart, making it easier for IT organizations to orchestrate great customer experiences. The design-led implementation approach includes user research that supports the development of relevant personas and user journeys across the experience, including sales, service, partners, and end-customers. Deloitte's integrated solution supports the end-to-end customer engagement process, from lead generation to servicing assets in the field. Deloitte Cloud4M helps you better unders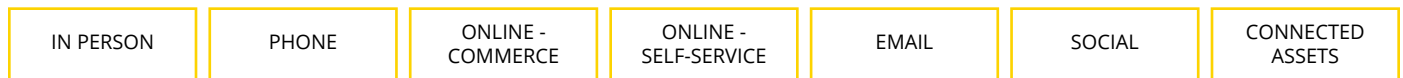tand your customers so that you can connect with them in new ways and orchestrate great experiences from marketing to purchase to service. The solution helps you create new products and services in order to capitalize on opportunities to improve existing products, create new ones, and offer data from smart technology as its own product or service.

Deloitte Cloud4M automates and scales aftermarket operations to help you realize value throughout the customer lifecycle, improving productivity, field service quality, and sales predictions beyond the point of purchase. With greater transparency across the supply chain, you will be in a better position to harness customer data to gauge demand, support supply chain collaboration, and improve planning.
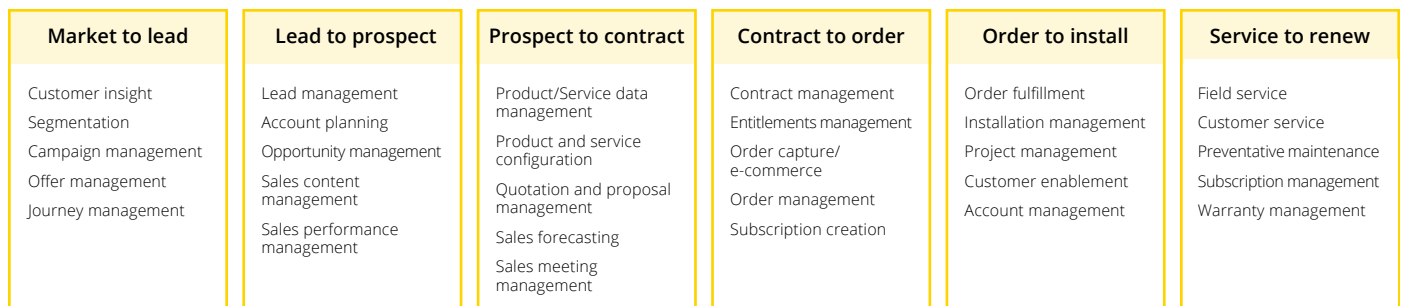
Creating great experiences across the journey—from a single platform

B 2 B   C U S T O M E R S | B 2 C   C U S T O M E R S | P A R T N E R S

Touchpoints

IN PERSON	PHONE	ONLINE - COMMERCE	ONLINE - SELF-SERVICE	EMAIL	SOCIAL	CONNECTED ASSETS

Processes

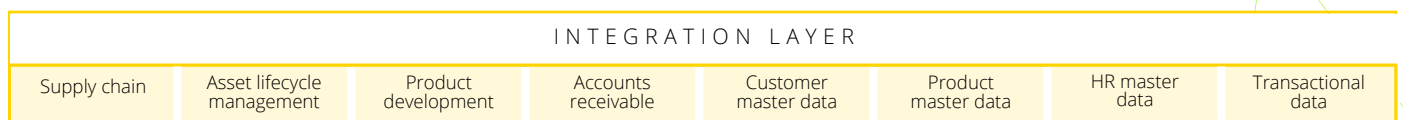| Market to lead	Lead to prospect	Prospect to contract	Contract to order	Order to install	Service to renew
Customer insight Segmentation Campaign management Offer management Journey management	Lead management Account planning Opportunity management Sales content management Sales performance management	Product/Service data management Product and service configuration Quotation and proposal management Sales forecasting Sales meeting management	Contract management Entitlements management Order capture/ e-commerce Order management Subscription creation	Order fulfillment Installation management Project management Customer enablement Account management	Field service Customer service Preventative maintenance Subscription management Warranty management

Analytics | Insight | Collaboration | Security | Language | Knowledge management

Platform orchestration (creating a single customer view)

I N T E G R A T I O N L A Y E R							
Supply chain	Asset lifecycle management	Product development	Accounts receivable	Customer master data	Product master data	HR master data	Transactional data

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