



## REIMAGINING ENGAGEMENT FOR MANUFACTURING

The manufacturing landscape is evolving at a rapid pace, driven by innovative digital technology and new, heightened customer expectations. Digital business, smart manufacturing and the Internet of Things (IoT) are evolving rapidly and offering manufacturing leaders huge opportunities to differentiate in the digital age. In this smarter world, everyone and everything is connected. Audiences demand that companies provide 1:1 interactions, powered by real insights, service excellence, and instant access to information on any device. This disruption has dramatically changed the way manufacturing companies need to do business to maintain their competitive edge.

For years, manufacturers have relied heavily on driving business value by digitizing systems of records that were developed to push product out the door. However, to be competitive in this new marketplace, manufacturers must invest in technology that allows them to engage with their audiences beyond the product. It's time to outpace expectations and invest in digital transformation. Magnet360's unique expertise in the manufacturing industry combined with our proven process makes us the perfect partner to help companies drive growth, retention, and efficiency on the Salesforce platform.

**Magnet360 delivers innovative solutions for the three anchors of today's manufacturing companies:**

### 1 Digitize the Value Chain

Legacy systems are not going to cut it in this market—companies need to ensure that their entire organization aligns to their various business processes. Leverage the Salesforce platform to unleash siloed data harbored in systems of records and create real-time access to powerful customer insights, from any device, allowing for frictionless and efficient collaboration between every player in the value chain.

### 2 Digitize Front-Office Engagement

Your digital presence is the face of your company. Offer a streamlined experience that consumers, sales teams, channel partners, and others engage with that presents an intuitive, familiar standard regardless of back-office complexity. In the end, this will yield more engagement, brand loyalty, and increase your win rate through ease of use. Salesforce offers the tools to meaningfully engage your most important audiences and drive efficiencies along the way.

### 3 Data Into Action

Manufacturing generates more data than any other sector of the economy. However, few companies are utilizing it properly and are laser focused on collecting massive amounts of IoT data, and less focused on interpreting it. It's time to turn your data into your competitive edge. Salesforce helps you create the focused data architecture needed to transform data into actionable insights, allowing you to provide proactive service, 1:1 engagement, and new cutting-edge products.

#### Manufacturing Customers



#### Solution Accelerator



Magnet360's Connected Manufacturing creates new service-driven subscription-based revenue streams for manufacturers. It combines Salesforce IoT's smart-device data, with customer data to create business apps that enable businesses to provide proactive service.

#### WHY MAGNET360

At Magnet360, we live and breathe Salesforce. As a cutting-edge partner since 2004, we tap into the transformational potential of Salesforce to change the way you do business. We dedicate ourselves to understanding your business first, applying exceptional know-how to create a solution that fits your specific needs and delivers tangible results. As The Mindtree Salesforce Practice, we have access to a wealth of technological resources to push the platform even further—ensuring you get the most out of your investment. Plus, our Rockin culture attracts industry-leading top talent who are also fun to work with. It's time to Amplify Your Salesforce Possibilities.