



## THE FUTURE OF CONSUMER GOODS

Smart brands know that the power of digital has dramatically changed the consumer goods industry. Traditionally, consumer goods companies have focused on improving internal processes to drive value, rather than on engagement. However, today's connected consumer expects more from the companies they do business with—engagement well beyond simply purchasing the product. They expect innovative products, world-class service, transparency, and 1:1 communication from the brands they buy throughout the entire buying cycle. In this new landscape, the success of

consumer goods companies depends on their willingness to digitally transform their entire business—from the front-office to the supplier to the end consumer—by investing in the right technology, before they get left behind.

Adapting to these changes can be challenging without a strategic, comprehensive solution that is customized for business. Magnet360 understands the needs of today's consumer goods companies. Our proven process combined with deep knowledge of the Salesforce platform will help you engage your most important audiences with the efficiency, convenience, and personalization they now expect. It's time to embrace the future and gain the edge over your competition by investing in digital transformation.

### Magnet360 delivers innovative solutions for the four anchors of today's consumer goods companies:

- #### 1 Connected Supplier

Increasingly complex supply chain relationships have created the need for a new approach to visibility. The Salesforce platform makes it easier for suppliers to do business by creating a space for them to easily access information, training, and directly connect with you.
- #### 2 Connected Channels

Many vital business functions still operate on stand-alone applications—forcing a disconnected experience with key channel partners. By leveraging the power of Salesforce, companies can integrate all of their business functions onto one, agile platform, providing their channel partners a 360-degree view of their business in real-time, on any device. The Salesforce platform empowers companies to sell smarter with multi-channel execution and better manage key account and distributor relationships.
- #### 3 Connected Consumer

The digitally-enabled consumer holds brands to new standards; they expect companies to proactively and personally engage with them when and where they want. Salesforce provides the tools that enable businesses to leverage existing data to meaningfully engage with their customers with efficiency and personalization while providing the unparalleled level of service that the connected consumer expects.
- #### 4 Connected Operations

In this digital age, companies can no longer rely on legacy systems and manual processes to forecast production, track sales, and manage important relationships. By leveraging the power of Salesforce, companies are able to unlock disparate, siloed data to provide instant access to sales, service, and marketing data and streamline key processes in every department—boosting employee productivity and promoting collaboration.

### Consumer Goods Customers



### Solution Accelerator



Magnet360's ConsumerConnect 360 solution accelerator provides consumer goods companies with a ready-to-go digital experience platform that allows them to directly engage with their end consumer across multiple channels through personalized 1:1 journeys and communities.

### 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.