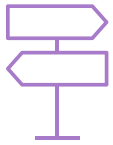


Behind Every Device is a Customer

 The Salesforce approach to IoT



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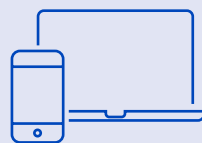


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The Internet of Things is Everywhere

The Internet of Things (IoT) is about to transform nearly every process. The impact is already being felt in industries like manufacturing, but the next wave will affect every industry and every business.



34 billion devices

connected to the Internet by 2020 – up from just 200 million in the year 2000.¹



2.5 quintillion bytes

per day generated by IoT enabled devices.²



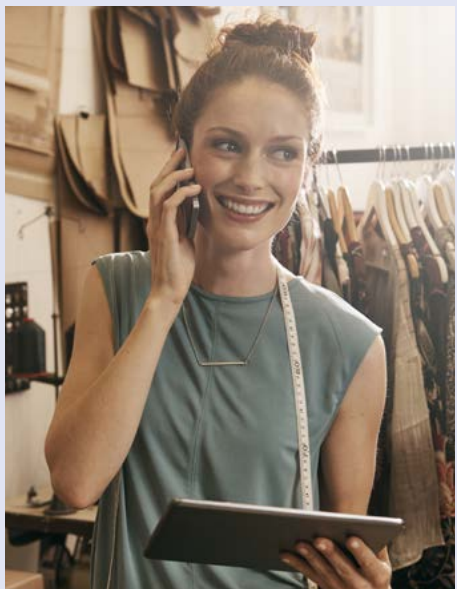
\$1.3 trillion

will be spent on IoT initiatives by 2020.³



\$4 - \$11 trillion

in potential economic impact of IoT.⁴



The IoT Opportunity is Huge

The IoT has created tremendous innovation opportunities for every kind of business, through:

- New forms of customer engagement that allow businesses to build better relationships with their customers
- Better use of data to improve products over time
- Creating new business models and opening up new revenue streams that were not possible before
- Improving business processes to make them more efficient and predictable



“When you talk about the IoT there are three important things that come together. The first thing is intelligent sensors, devices and network connectivity. The second thing is data science and interconnectivity. And the third important thing is the machine-human interface.”

– **Senthil Ramani**, Center Director, The Accenture Internet of Things Center of Excellence, September, 2016



Network intelligence



Data interconnectivity



Machine-human interface

Three Challenges with Most IoT Solutions Today

1. Too Much Complexity

Most IoT solutions are complex, code-heavy builds that are inaccessible to business users. They take a long time to build and implement, and they are difficult to connect to other systems – a challenge strained further by the increasing shortage of skilled data science resources.

2. Only Focused on Device Management

Many IoT solutions lack the business intelligence capabilities needed to take advantage of the opportunities that await – to improve service levels, increase operational efficiencies, and increase innovation.

3. Too Little Customer Context

Most IoT efforts are disconnected from the employees and the processes and systems they depend on to do their jobs. There is a lack of contextual data about customers and relationships. Data is incomplete and employees cannot use it fully in real-time customer interactions. Hence, companies struggle to unlock the real value in IoT – to connect critical data to their employee, customer, and partner interactions.



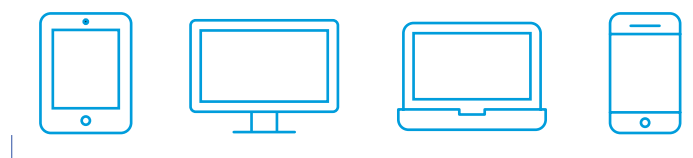
Why Businesses Have Yet to Reap the Rewards of IoT

“If you build it, they will come.” The Internet of Things has been under construction for years but the return on investment is only beginning.

So far, most IoT efforts have focused on digitizing devices and processes. Billions of devices generate massive volumes of data – 2.5 quintillion bytes per day, according to Virtualization and Cloud News. But only a tiny fraction of all that data is being put to good use – less than 1% according to IDC – and much of it is incomplete, siloed, and disconnected from other customer data in systems of engagement.

Companies need to connect that data to the customer experience. Every device that’s digitized has the potential to become a real-time feedback loop, offering a window into your customer’s preferences, buying habits, and usage patterns.

As the IoT becomes a fundamental part of business, organizations must think about the customers behind those connected “things.” And use that opportunity to turn every device into a connected customer experience by making all that data relevant to employees, customers, partners, and ultimately everyone in their ecosystem who can contribute to better customer and business outcomes.



2.5
Quintillion
bytes per day

>1%
used

If you build
it, they will
come.



Capitalize on the Potential of IoT Now

The potential for IoT to help make your business more efficient and customer interactions more meaningful is closer than you think. Every business today should be looking at emerging:



Solutions that can connect all of the valuable data from IoT with the rest of the business, specifically the systems that your employees use to do their jobs and serve customers and partners.



New business-centric, “low code” platforms that empower business analysts and project managers to take advantage of IoT without relying on IT and data scientists.



New business intelligence capabilities that can take IoT data and share it with other enterprise systems of engagement. This will enable business users to leverage that data to make better decisions and create better customer experiences.

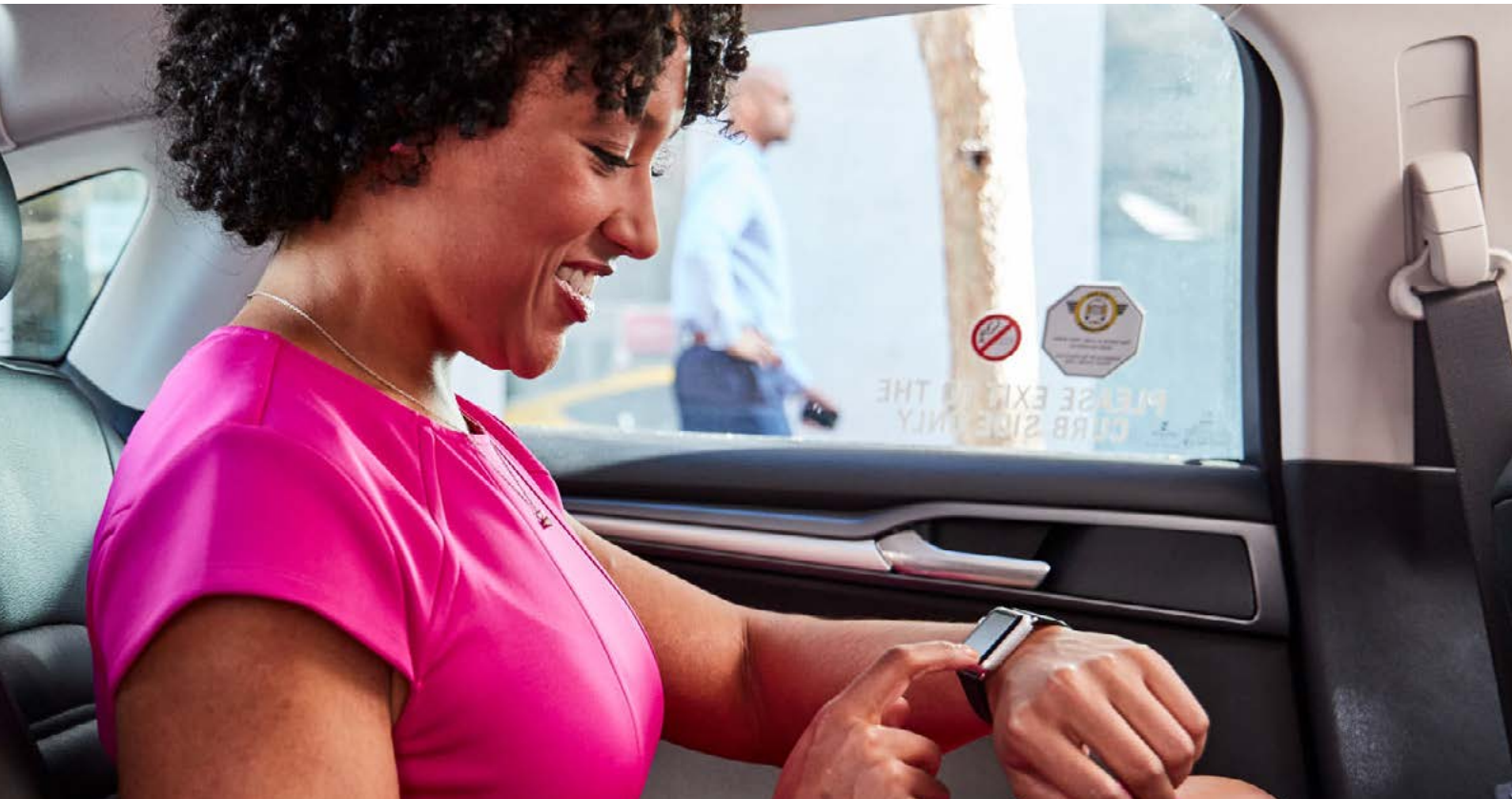


The Salesforce Approach to IoT

Imagine if you built a fleet of planes, set up a global network of destinations, hired flight crews, and booked passengers ready to fly – but you forgot to build the airports. That pretty much sums up the state of IoT today.

Until now, the focus of most IoT strategies has been on the devices themselves. At Salesforce, we believe that behind every device is a customer. And the real value of IoT data is the way it adds to your knowledge of the customer. When you can integrate real-time IoT data – in a meaningful way – with all your existing customer data, you gain a fuller view of how your customers actually use your products.

Everything we do at Salesforce is designed to help you connect with your customers in a whole new way. So we built our IoT platform with the customer in mind. What does that mean? With Salesforce, your IoT data is:



Accessible to Anyone

Salesforce has built IoT Cloud for rapid iteration and innovation, with an intuitive UI that is accessible to the business users who know your products and their potential. So rather than taking years to build IoT from the ground up, you can quickly build business-relevant solutions in weeks.



Create Engaging Customer Experiences

That means we make it easy to glean insights from your IoT data so you can enrich the customer experience, improve products, enhance service, and spot opportunities to upgrade or upsell.



Monetize Your IoT Investment

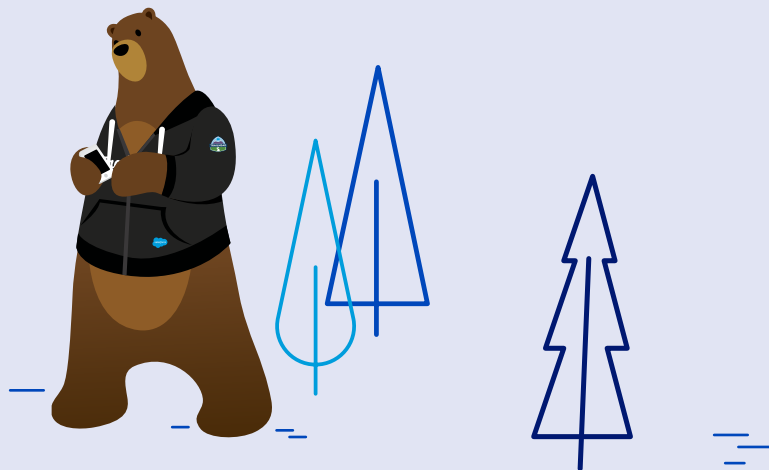
Seamlessly connect your Internet of Things to the Salesforce Customer Success Platform to create new business opportunities and add meaningful business value to your connected devices.



Turning Billions of Events into Singular Customer Experiences

Essentially, Salesforce IoT Cloud connects products and experiences. In doing so, we are transforming the growing universe of connected things out there into meaningful customer experiences. And we help you build the business rules and solutions that enable you to take informed action to increase customer engagement and operational efficiency.

With preintegration to all the Salesforce Clouds, it's possible to wrap your connected devices in systems of engagement built for your employees and customers. All this is possible because IoT Cloud is built on a new, highly scalable, standards-based platform that can ingest and orchestrate billions of events per day.



Creating Business Value from Your Network of Connected Products

With Salesforce IoT Cloud you can use the IoT to drive direct value for your customers and your business.

Here are the three main benefits of Salesforce IoT Cloud:



Rapid Innovation

Salesforce IoT Cloud makes low-code technology accessible to business users, who are closer to the customer.



Customer Context

Salesforce IoT Cloud brings the full context of the customer relationship into real-time decision-making.



Real-Time Engagement

Salesforce IoT Cloud connects any device to proven Salesforce systems of engagement.

Getting Started – Connecting Your IoT Initiatives to Your Customers

The IoT opportunity is already huge and growing fast. Digitizing devices and collecting data is only the beginning. Companies need to make their IoT initiatives relevant to employees, customers, partners – and ultimately everyone in their ecosystem who can contribute to better customer and business outcomes. They have to think about how they can leverage it to impact the customers behind all those connected “things.”

Salesforce IoT Cloud makes that connection for you – so you can serve your customers in more meaningful and value-added ways and produce measurable business outcomes. Our customer-first approach is designed to bring together all the information and context you have about your customers with all the data generated by your IoT initiatives.



So where do you start?

Here are three initiatives you can start with today:

1. Transform IoT data into value-add services.

Would your customers be willing to pay for a suite of services that's wrapped around your connected products? You can change your entire relationship with your customers by turning the data generated by the IoT into services that customers find valuable.

2. Integrate IoT data into your customer journey.

What if you could engage your customers more meaningfully because you know how they are using your products? You can use this knowledge to increase adoption, educate your users, and build them a more complete customer experience journey.

3. Use IoT data to proactively communicate with customers.

Could proactively identifying service issues save you or your customers time and money, or vastly improve your relationship?



Learn more about Salesforce IoT Cloud and how we can help you transform device data into more powerful customer experiences.

LEARN MORE