



Manufacturing

# The Trailblazer's Guide to Apps

—  
In the Age of the Customer, why manufacturers  
have shifted production to apps

salesforce







## Manufacturing



# The future of manufacturing belongs to trailblazers.

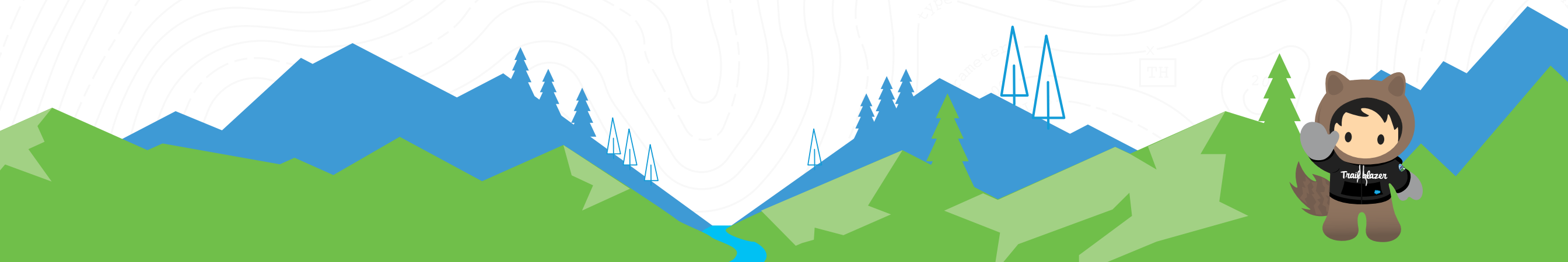
**Meet the trailblazers** who are pushing the boundaries of what's possible by being their best. In this Age of the Customer, the real trailblazers are the innovators who are leveraging data, technology, and apps to build faster, build smarter, and build everything connected together.

In these pages, you'll meet the CIOs and CTOs, the IT leaders and developers, the admins and citizen developers who bring vision, energy, and passion to every role, team, and department.

So do you have what it takes to be a trailblazer?  
We know you do – all you need is a guide.

### *Let's get started.*

- 3 Introduction
- 4 Schneider Electric
- 10 AB InBev
- 12 Brown-Forman
- 14 National Instruments
- 16 PG&E
- 18 Next Steps
- 19 The Salesforce Advantage
- 20 The Benefits of Salesforce





# How trailblazers are manufacturing closer relationships with customers

Remember when manufacturers made things? And their future depended on a pipeline of new products? Today's trailblazing manufacturers are not only creating physical objects, but also turning raw data into valuable new products and personalized services tailored to their customer's exact specifications.

The key to success is making only what customers want – and delivering it precisely when they need it. That means leveraging more and more data from the IoT, customers, supply chain, and employees to fine tune the manufacturing process for optimal efficiency.

In the following pages, you'll meet a broad range of manufacturers – from traditional businesses to technology upstarts – who are pioneering a new approach to manufacturing that gives them a competitive edge.



## Innovation at every level for a new world of energy

**I**n this age of instant connectivity, it's surprising that more than 2 billion people around the world still lack electricity or reliable sources of energy. Schneider Electric, the global expert in energy management and automation, believes that access to energy is a basic human right and that today's approach to energy management is unsustainable.

Schneider Electric has made bringing energy to everyone on the planet a core part of its mission. The company makes access to energy safe, reliable, efficient, connected, and sustainable. By redefining power and automation – and by innovating at every level – Schneider Electric invents connected technologies that ensure Life Is On everywhere, for everyone, at every moment.

Schneider Electric power distribution products and energy management components are installed in 40%–60% of buildings around the world, prompting one company executive to call it “the world's biggest invisible brand.” Still, to power its trailblazing mission and achieve its ambitious goals, Schneider Electric must continue to make energy ever more efficient and sustainable.

That's why Schneider Electric relies on Salesforce as a partner across its business. In fact, using Salesforce App Cloud, the IT team at Schneider Electric is able to unite employees and partners in hundreds of countries with applications that transform how they conduct their business and share data across various departments.



“Before Salesforce, we had maybe a hundred different systems with little silos of customer data. Now, it's one transversal customer platform.”

– **Hervé Coureil**, CIO







## THE BUSINESS CHALLENGE

# Rapid growth

 puts pressure on IT to catch up

For nearly two decades, Schneider Electric has grown rapidly, largely through acquisitions, which posed several new challenges for the CIO and IT team. First, they needed to integrate the disparate systems of the newly acquired companies – an ongoing challenge. Any new solutions would also need to connect an increasingly mobile workforce – currently over 120,000 connected employees around the world – so that any employee could access these systems through a mobile device.

So the company launched a global initiative to streamline and align front-office business processes and create a global network of excellence to better serve customers and boost cross-selling. To make the initiative work, Schneider Electric needed to unite the company on a single agile platform that could be deployed quickly to tens of thousands of employees.







## THE SOLUTION

# One platform to connect employees, customers, and suppliers around the world

Like with so many companies, Schneider Electric's long history with Salesforce began when the company needed a customer relationship management (CRM) solution. In 2010, as part of the "One Schneider" strategy, the company launched an initiative to replace multiple vendors with a single solution shared by all employees. Initially, the goal was to give its global sales teams a 360-degree view of its customers and help teams collaborate across disciplines and geography. But the advantages unique to Salesforce – a secure, trusted platform for all the customer data and a growing array of tools to leverage that data – made a compelling business case for consolidating on Salesforce.

A prior CRM solution had suffered from low adoption rates, but in less than two years, 30,000 Schneider Electric employees in 70 countries embraced Sales Cloud to drive sales and service performance worldwide. Over time, the company has added Service Cloud, Community Cloud, App Cloud, and more than 30 apps from the Salesforce ecosystem through AppExchange – and now has a total of more than 43,000 Salesforce users around the world.

That means today, Salesforce's highly scalable, cloud-based model is the customer platform that helps the company's sales teams learn more with every interaction – and that delivers the efficiency they need.



**"Salesforce has completely transformed the way we manage our customer base,"** said Chris Leong, CMO. **"We now have one version of the truth to rally the company behind."**







Salesforce has become the foundation within the company for customer-centric employee collaboration – enabling an increased focus on solutions, as well as connected products. That approach – solution selling, which accounted for only 10% of revenues as recently as 2009 – now accounts for more than 40% of the company’s revenue. Customer satisfaction has also improved dramatically.

By strictly adhering to two of its core principles – creating a unique account for each customer and logging every customer interaction – the company built a repository of 3 million customer records and 10 million interactions. The Schneider Electric team plans to develop apps to mine the repository, which “totally changes the paradigm of collaboration,” said Leong.

And now Schneider Electric is harnessing a new power source to drive business with Salesforce: data. For example, when a building averages 82% energy inefficiency, there is a lot of room for improvement – and leveraging data is the best way to find incremental efficiencies.

“Our value proposition is around efficiency, how to make a process or building more efficient – and you can’t do that without harnessing data, leveraging analytics, and turning it into information and predictive intelligence,” said Hervé Coureil, CIO.

“We wanted to move away from a very process-centric, one-size-fits-all view of the world to a user-centric process,” he said. These users – whether employees, partners, or customers – are key to the new way of doing things for the company. “Schneider is a customer-first company. We start our executive committee meeting by reviewing customer satisfaction and customer loyalty. So it’s customers at the heart of everything we do,” said Coureil.

Salesforce helps Schneider Electric become more predictive with each customer. By combining all the customer data with product information, the company is gleaning insights that will unleash new products and services.

“As CIOs, we can make a huge difference when we help our companies really connect the dots, connect data silos, connect process silos,” said Coureil.

Next on Coureil’s agenda is tapping the power of the internet of things (IoT), connecting Schneider Electric’s millions of devices distributed worldwide. “IoT is not really something new, because we’ve been connecting products on the factory floor and the production line for quite a while. What’s taken IoT to the next level is the cloud because of the number of connected products and the scale you can reach,” said Coureil. “And then it’s the level of analytics, AI, and predictive algorithms you can put on top of the data.”



# App Spotlight

## App Name

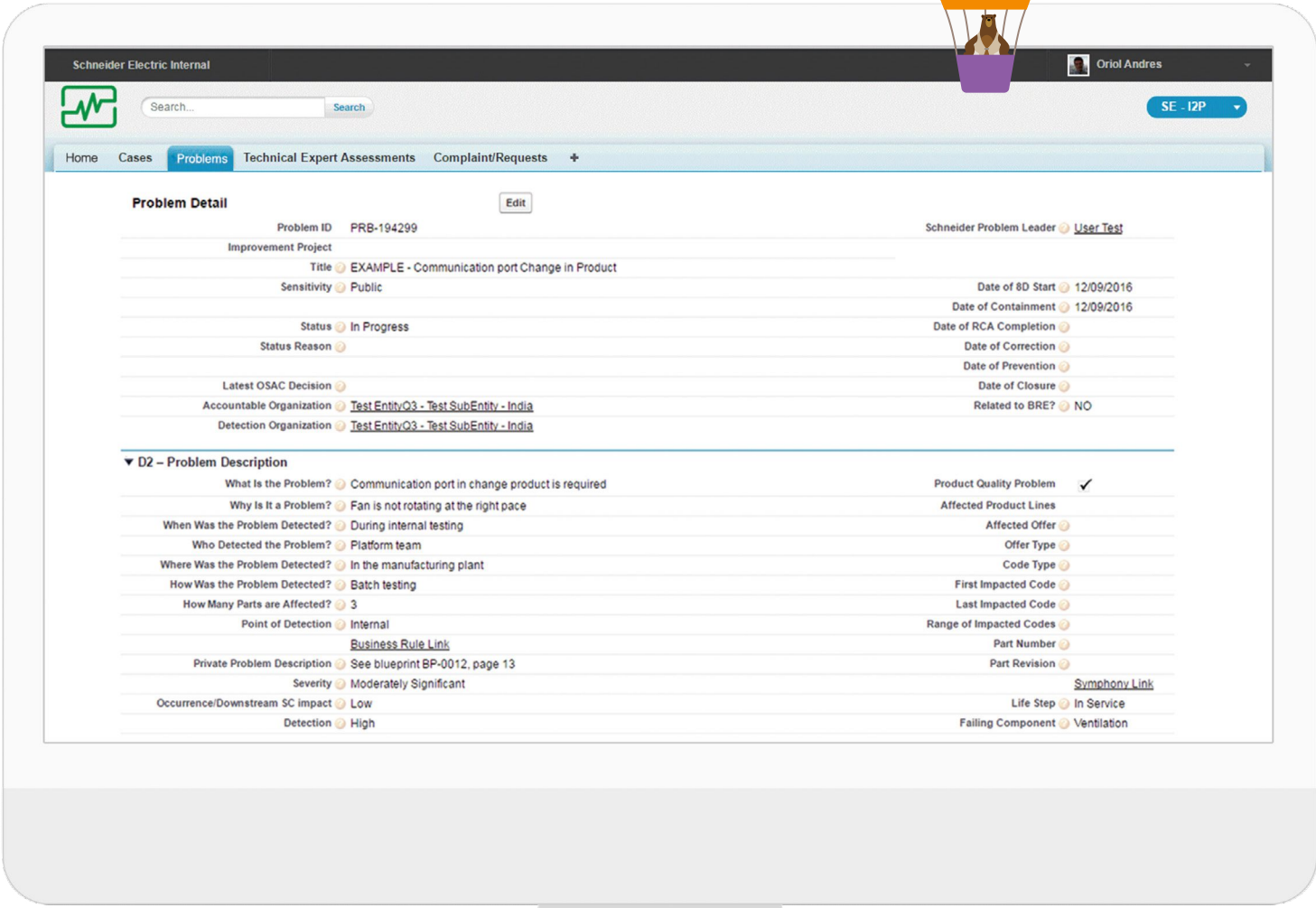
I2P

## What is it?

I2P stands for Issue to Prevention, an app for product problem resolution that deploys common tools and practices across the entire company, replacing legacy tools like GRAP, Planet QI & PSA, and Critical Issues.

## What does it do?

It provides real-time product feedback to departments across the company – from QA to R&D – to quickly resolve issues, detect recurrences, and collaborate on prevention.







## Q&A with Hervé Coureil

### CIO at Schneider Electric

**After a career in finance, Hervé Coureil became Schneider Electric's CIO in 2008. We sat down with him recently to talk about how Schneider Electric is blazing new trails with its global business.**

**Q:** *What do you see as the biggest transformation in IT today?*

**A:** I truly believe that one of the big transformations in IT is the move from process-first to user-first. And the user can be your customer, your partner, or your employee. It's really about standing back and saying, "Okay. The process can be in the background. It should be invisible. What matters is the experience of your customer, the experience of your partner, the experience of your employee."

**Q:** *What role does the CIO play in this transformation?*

**A:** The key is that we want to empower our employees. For instance, we help them run their business from their mobile device – to share content, to work on deals – wherever they are. I really think that's one of the key purposes of the CIO. How am I empowering developers? How am I empowering our businesses to become more digital? How am I empowering our partners, our customers, and each and every employee? That's a great goal. And you mobilize all your technology – all your IT team – around that goal.

**Q:** *What do you see coming next?*

**A:** I think that artificial intelligence is going to be the next big thing. But like IoT, it's also how you connect it to your enterprise processes. Because artificial intelligence in a vacuum is not going to get you very far. What's really super interesting is taking cloud, mobile, big data, analytics, and artificial intelligence, and combining and integrating them with your back-end processes and systems. I think that the convergence of massive increase in computing power and massive scale of data – and the fact that today, more people and products are connected than ever before – is huge.

**Q:** *How is Salesforce helping you be more predictive with each customer?*

**A:** With Salesforce, we can leverage this unique customer platform to connect, when relevant, information generated by our connected products with customer or service data. The power of IoT working with the platform will unleash terrific things for our customers.





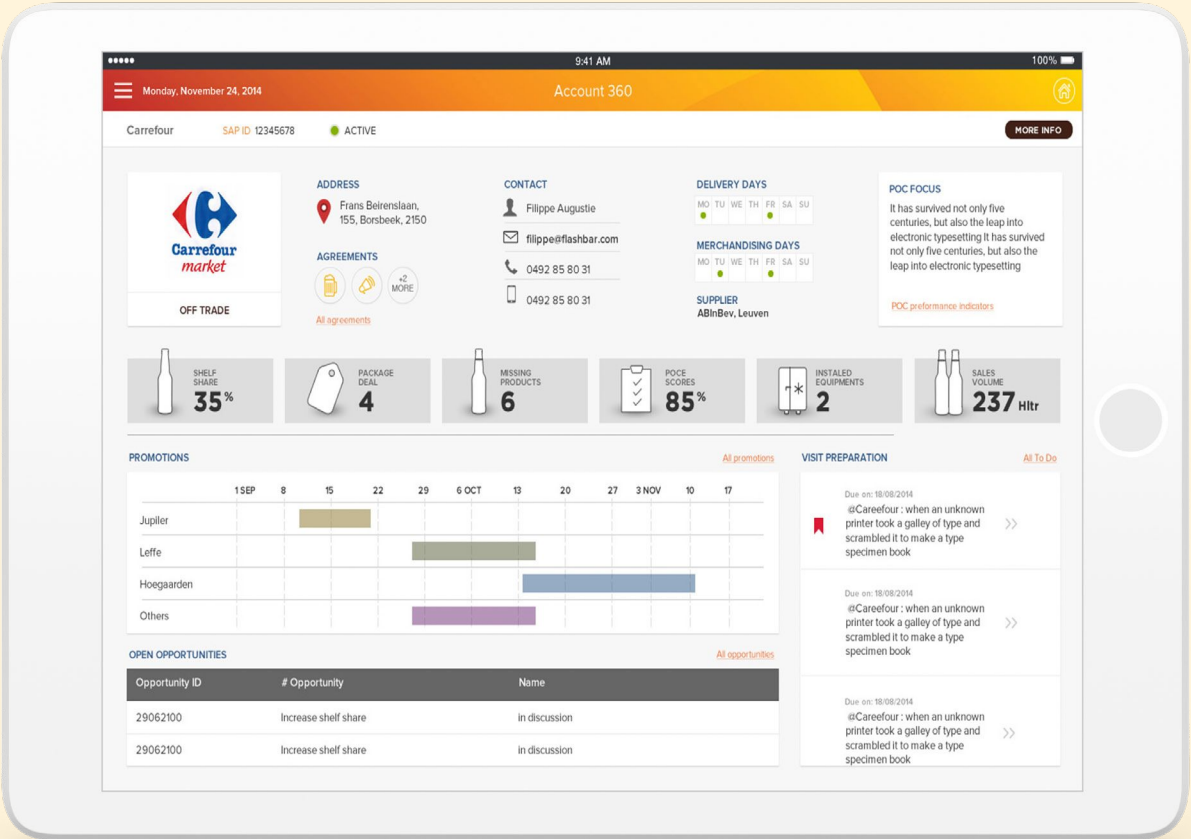
**FOUNDED** 2008 | **SIZE** 152,000 Employees | **LOCATION** Leuven, Belgium | **WEBSITE** ab-inbev.com

# A mobile app **boosts productivity** and offers sales reps more time for selling.

When a company has \$43.6 billion in annual revenue, even the slightest inefficiency in sales processes can pose a significant financial shortfall. That’s the situation multinational beverage giant AB InBev faced several years ago, before the launch of its Field Sales Execution app with Salesforce App Cloud.

AB InBev grew into the world’s largest brewer and third-largest consumer packaged goods company through mergers and acquisitions, which left the company with a siloed and fragmented IT landscape. Sales representatives, in particular, were impacted by having to use old and heavy systems that increased their time spent on administrative tasks, putting a drag on their sales productivity.

“Sales reps had to spend a lot of time on administration work rather than doing sales execution,” said Vital Potlatov, Senior Business Technologist. “They used old heavy laptops instead of mobile lightweight tablets, leading to inconvenience and higher time of entering data. They couldn’t get necessary information in time to do sales execution. They couldn’t measure their success. There was simply no business efficiency with their systems.”







In 2014, the IT team at AB InBev selected Salesforce for its CRM platform. To create a mobile sales solution that would work with the Salesforce back end, Potlatov and his teammates began consulting with sales teams in a variety of countries in order to understand their processes and requirements. After a year in processes standardization across many countries and development of the solution, the mobile app went live, followed by further fast rollouts every 120 days.

By automating so many administrative tasks that previously had to be done by hand, the mobile app frees AB InBev sales reps to spend more time to engage with customers. The app also enhances strategic capabilities by increasing promotions efficiencies. By December 2016, the app will be rolled out in 10 countries.

“This was the first time I’ve seen so many positive feedback from our sales guys,” said Potlatov. “They love the new tool and we continue to enhance it with even more features.”



**“The business demanded a mobile solution.”**

– **Vital Potlatov**, Senior Business Technologist

**10-country**

rollout for the app  
within 2 years

**\$43.6 billion**

in annual revenue



# An authentic spirits company **continues a legacy of innovation.**



Brown-Forman, maker of iconic brands like Jack Daniel's and Woodford Reserve, built its nearly 150-year-old business on time-honored practices like slow-aging and handcrafted spirits. But its future increasingly rides on harnessing the same technologies transforming businesses everywhere.

Since 2011, Brown-Forman has built dozens of apps on the Salesforce platform. Company leaders chose Force.com because of its ease of use and the way it integrates with everything else. "If you're going to continue to help your company grow, you need to be agile," said Tim Nall, CIO. "Force.com allows us to quickly build something and get it in front of somebody, and then iterate on it rapidly."

One of the first successes was the My B-F app, a mobile social intranet that connects thousands of Brown-Forman employees around the world. Built on Force.com and launched in just three months, it quickly became a personalized hub for collaboration around the world.

Because Chatter is integrated with My B-F, employees can personalize the apps they want to go to and which tabs and information appear at login. "People who sell Jack Daniel's in Germany learn from those who are selling it in Australia and

vice versa," said Nall. "And this can now happen in real time. People can interact and share ideas and information with people they never may have met in the past. And for Brown-Forman, that's extremely powerful."

Building on this experience, Brown-Forman's IT team has delivered innovative apps for employees, distributors, and customers that have empowered its global business in new ways. One example is Wombat, a mission-critical app originally created five years ago as an offline application. Because field reps were often visiting accounts that were far afield, it was important to give them access to core information on their tablets even when they had no internet connectivity.

Today Wombat is being updated as a leaner, more robust mobile app that takes advantage of features like a mapping API to give salespeople a complete view of accounts nearby so they can see which areas to target.

Brown-Forman is also reaching customers directly with programs like the By the Barrel app that invites consumers the opportunity to hand-select their own barrel of special Brown-Forman spirits like Jack Daniel's or Woodford Reserve. Fans can then





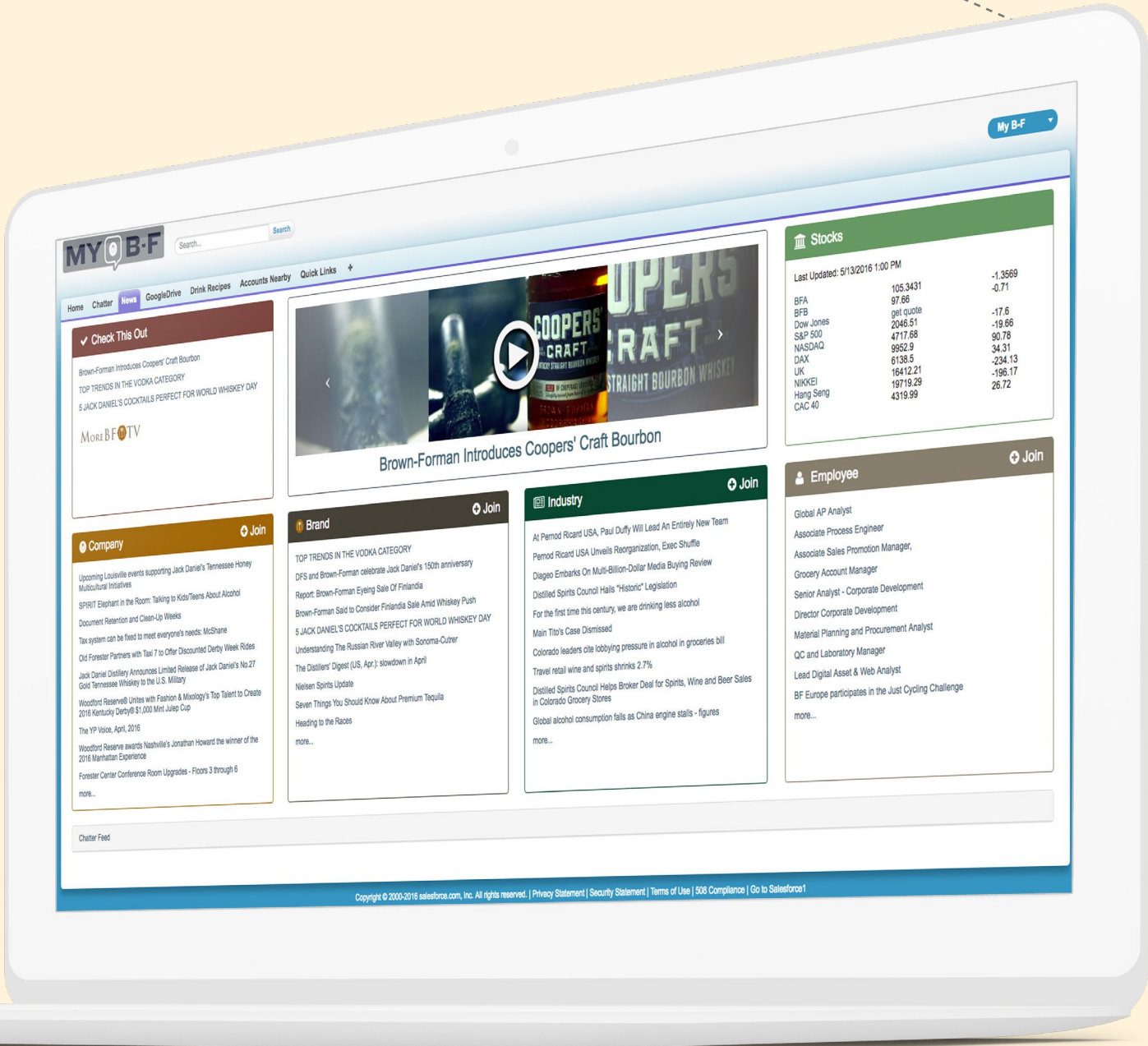
personalize the labels on bottles, receive a detailed provenance, and even keep the empty barrel as a souvenir, complete with an engraved plaque.

So what began as an investment in a platform for building apps has evolved into a companywide strategy that touches on every aspect of the business. “What surprised us was the breadth of what Salesforce offers,” said Nall. “As CIO, I can now add value to our marketing organization, our commercial org, our production org – all by leveraging a single platform.”

“What Salesforce is allowing us to do is truly partner with the brand teams, bringing them innovative solutions for storytelling and connecting with customers in new ways.”

– Tim Nall, CIO

3 months  
to develop My B-F  
intranet app





FOUNDED 1976 | SIZE 7,000+ Employees | LOCATION Austin, TX | WEBSITE ni.com

## Duplicate data **meets its match** in a simple app.

The screenshot shows a mobile app interface with a blue header bar containing a cloud icon with a '1' and a dropdown arrow. Below the header is a form with the following fields:

- First Name:
- Last Name:
- Email:
- Account:  (with a search icon)
- Business Phone:
- Privacy Policy Acceptance Reason:

At the bottom of the form are two buttons: a red "Cancel" button and a green "Create" button.

Information is useless if it isn't accurate and clean, which makes data cleansing a common and costly problem for companies migrating their duplicative legacy systems to the cloud. National Instruments, however, has found a clever solution to the data-cleansing problem with OneSearch, a custom enterprise search app built with Salesforce App Cloud.

As a maker of automated test equipment and virtual instrumentation software, National Instruments designs, manufactures, and sells systems to engineers and scientists. Its sales department had long managed its accounts on legacy applications that were unable to scale across multiple product lines and geographies, or between departments. The results had sometimes been poor customer service and miscalculated

commissions for sales representatives. When National Instruments began to migrate its data to Salesforce, the company avoided a long, expensive data-cleansing project by developing OneSearch to assist with data deduplication. Thanks to OneSearch, sales representatives can now search, import, and consolidate their own customer accounts from local and external systems, relieving IT of that enormous burden.



**“OneSearch leverages our master data management solution and allows users to fuzzy search and import customer and account data from external systems.”**

– **Richard Garen**, *Senior IT Applications Manager*

Garen continued, “When you see the contact you want, you can import it into Salesforce if it’s not there.” OneSearch runs searches on two Oracle systems, Salesforce, an e-commerce source, and a user account system on the web. Then it parses the results and shows them to users (on both mobile and desktop) in ranked order.



The app was built by two developers in three to four months and is a full Visualforce app with back-end Apex behind it. OneSearch has granted National Instruments employees full 360-degree views of their customers for the first time, with a resulting rise in customer satisfaction. The sales department also reports that its new ability to work via mobile devices has yielded a 300% reduction in time required to create accounts and contacts.

3x

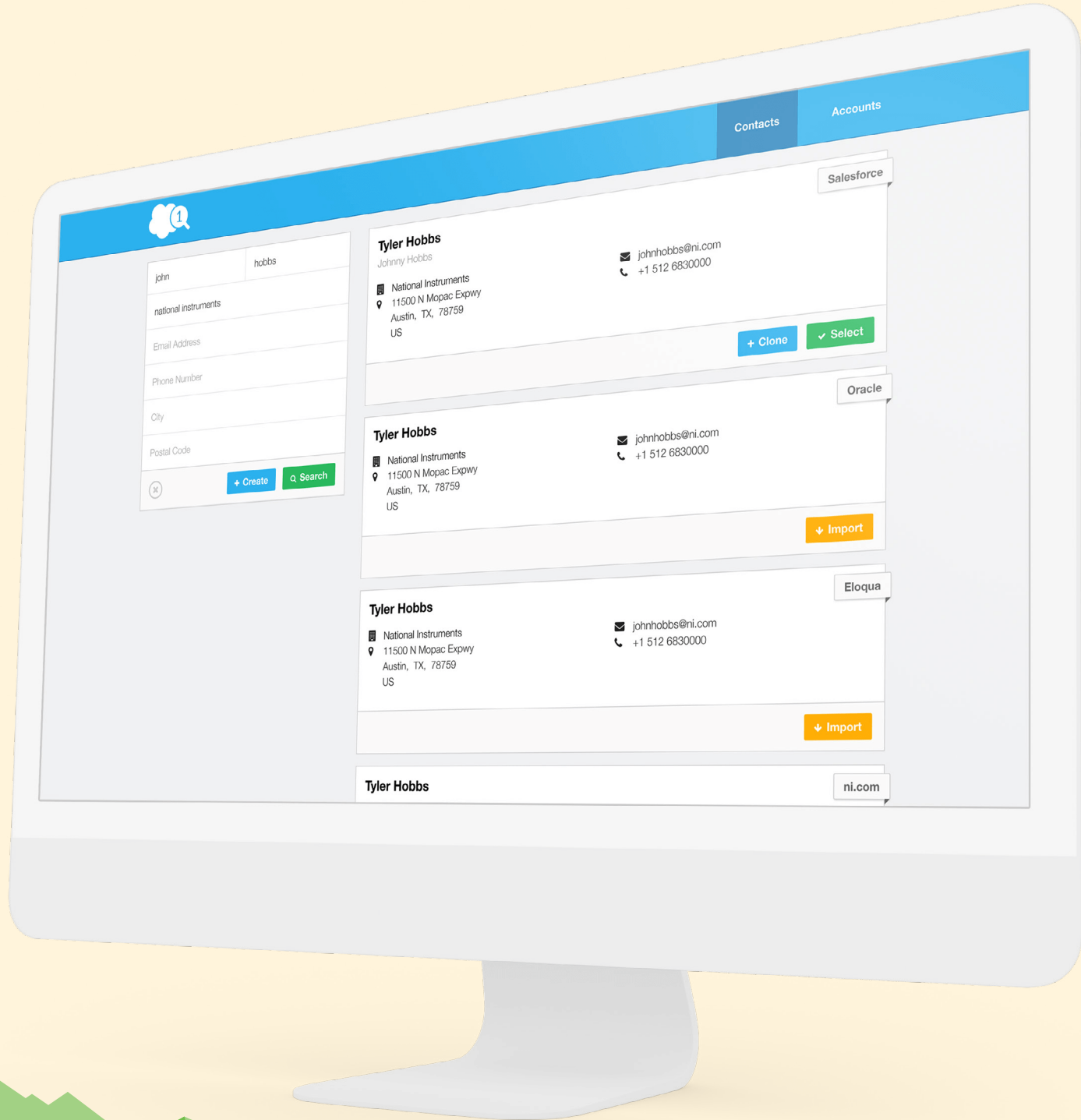
gain in productivity

2 developers

built the app

3-4 months

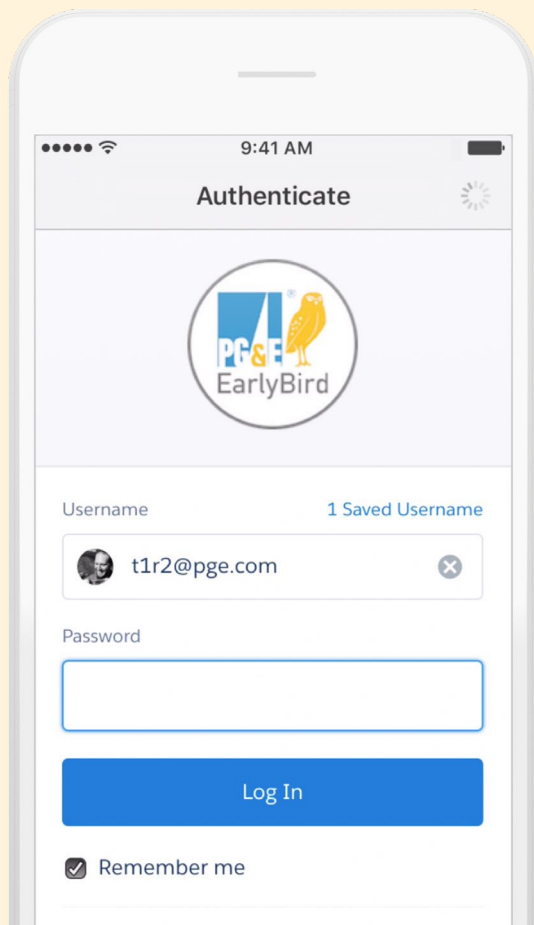
in development





FOUNDED 1905 | SIZE 20,000+ Employees | LOCATION San Francisco, CA | WEBSITE [pge.com](https://www.pge.com)

## A utility company **finds an innovative way** to protect wildlife.



Every year, approximately 250 different bird species make their home in Northern and Central California, the vast service area of electric and gas utility PG&E. Biologists employed by PG&E are using a custom mobile app built on Salesforce to help protect these birds and their nests during construction projects and routine maintenance.

PG&E employs more than 40 biologists to manage wildlife issues for the company and ensure regulatory compliance with the Endangered Species Act, the Migratory Bird Treaty Act, and various state codes related to wildlife and habitat preservation.

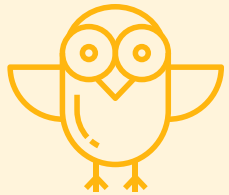
**Nesting bird surveys are an essential data-collecting activity that PG&E biologists had always done by hand or on spreadsheets.**

“Communicating survey results was incredibly time consuming, and it took a lot of coordination to update our project teams on the nests we protect,” said Tyson Read, a biologist at PG&E. “On top of that, we didn’t have an effective way to standardize our data or store it in one place.”

Read and six other biologists worked for eight months with three developers from Salesforce partner Ethos Solutions to build a custom mobile app called EarlyBird. Now biologists can collect and manage all of the data from their nesting bird surveys: species, the location of nests, the time and date of observations, as well as details about nest status. Read estimates that the mobile app saves his team members about an hour for each survey and that Salesforce’s reporting saves hours preparing larger reports that would otherwise be spent creating tracking spreadsheets by hand.

Besides the biologists at PG&E, the EarlyBird app will require a total of 250 licenses to include staff within PG&E’s Environmental Management team and contractors that help collect nesting data. The bird nesting survey app is just a start, as Read said, because “from here we want to expand our system to include all of the threatened or endangered species we protect, such as mammals,



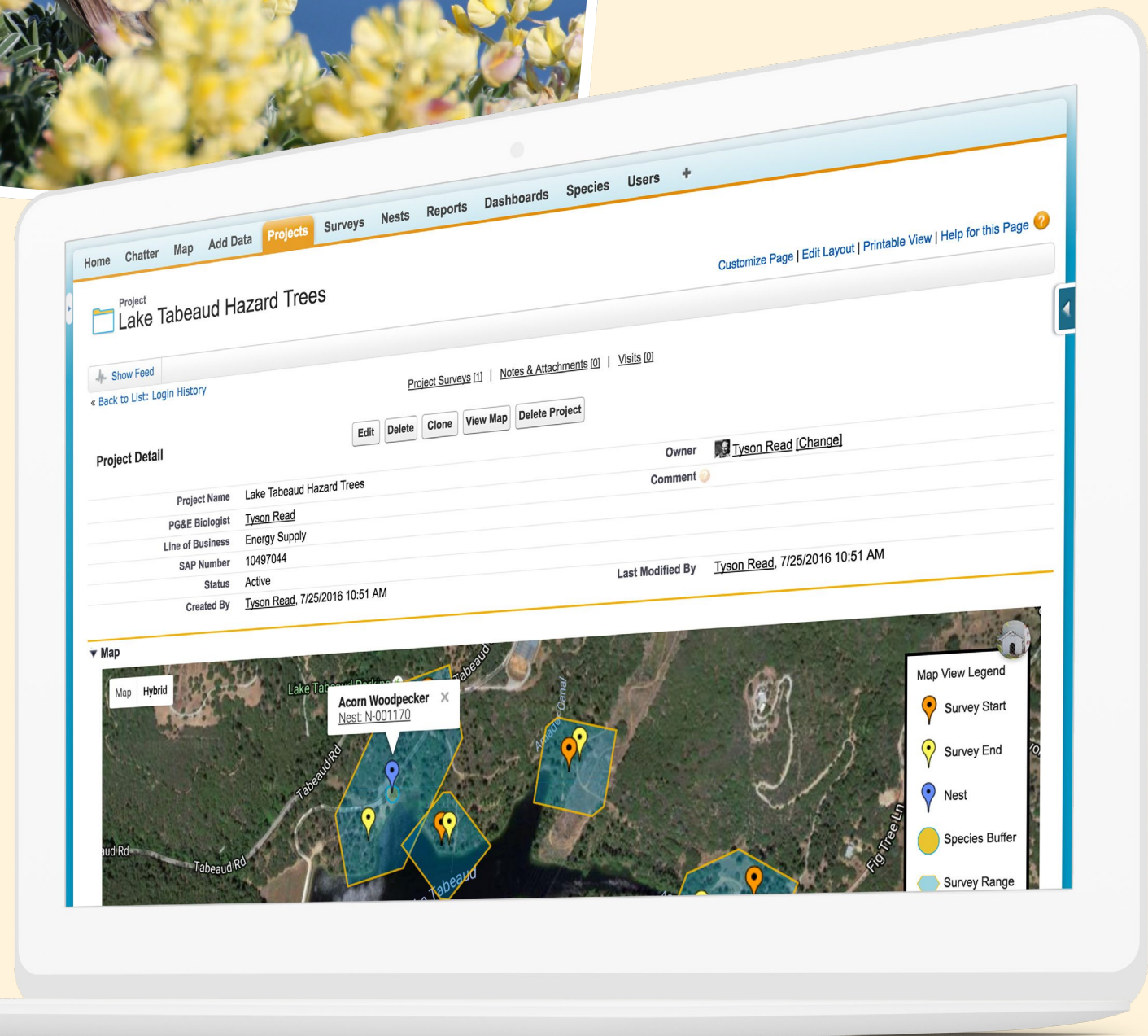


reptiles, amphibians, and plants. We are really interested in integrating this data into our other systems and building customer-facing portals for our community stakeholders and our internal business partners. EarlyBird is just part of what PG&E is doing to build a better California.”

Salesforce App Cloud was selected for the project, Read said, because “we were really impressed with Salesforce’s developer toolkit and saw a lot of potential.” On top of Salesforce’s existing features, EarlyBird also needed to have extensive mapping and offline capabilities, because biologists often collect data in places with no connectivity. “The Salesforce1 Mobile App and our native EarlyBird apps,” he said, “gave us all the options we need.”

**2 developers**  
built the app

**6 months**  
development time





## NEXT STEPS

As the organizations featured in these pages make clear, it's all about discovering a whole new way to connect with customers. Trailblazers are building the apps that make this possible.

The good news is you don't have to radically reinvent yourself to become a trailblazer. All you need is the right platform on which to build your vision.

**1** | See everything Salesforce offers for IT. From the world's #1 enterprise app building platform to lightning-fast ways to optimize and customize your CRM, we have solutions designed to turn any IT leader into a trailblazer. Learn more at [salesforce.com/app-cloud](https://salesforce.com/app-cloud)

**2** | See how easy it is to blaze your own trail. We'll guide you step-by-step at [trailhead.salesforce.com](https://trailhead.salesforce.com) now!

**3** | Download the complete **Trailblazer's Guide to Apps** to see how dozens of businesses across 9 industries are leading their businesses with apps.



# The Salesforce Advantage

Salesforce has always been an innovator. Seventeen years ago, we pioneered a new technology model with our cloud platform. We were born in the cloud and we are 100% cloud today. But our real success is driven by our customers' success. Over 100,000 companies worldwide trust our secure architecture and 99.9% uptime – and rely on three seamless, automatic upgrades each year to keep their business growing. By removing the burden of maintaining costly legacy infrastructure, our customers are free to focus on innovation.

The Salesforce platform is a complete CRM solution that connects every facet of your business so you can connect with your customers in a whole new way. There is simply no better platform for building apps – from low code/no code to elaborately customized apps – or a larger ecosystem of readymade apps, available on our AppExchange. No matter how big – or small – your company, whatever your industry or current systems, Salesforce is the right partner to help you become the IT leader you need to become to lead your business into the future.



# The Benefits of Salesforce

**Lightning Platform** – Now anybody can create rich, engaging apps that deliver a beautiful user experience on any screen. The Lightning Platform is the fastest way to build connected, scalable, secure apps that connect you to your customers in new ways.

**Artificial Intelligence** – More intelligent. More predictive. Salesforce Wave Analytics and our new Einstein – the world's first comprehensive AI for CRM – transform all the data from your customers, suppliers, and the Internet of Things into insights and actions that will drive sales, product enhancements, and customer satisfaction.

**Mobility** – The mobile revolution could not have happened without the cloud revolution. Everything we do is mobile-ready – and with App Cloud Mobile, now you have everything you need to build, run, and manage engaging mobile apps that are secure from day one.

**Productivity** – Automate processes, give your employees a 360° view of your customers from any device, connect your field staff to HQ – the Salesforce platform replaces infrastructure with constant innovation so you can increase productivity in every department, every employee, across the business.



Find out more at [salesforce.com/app-cloud](https://salesforce.com/app-cloud)

Or call now to speak with one of our experts: **1-844-463-0828**





CONNECT TO YOUR CUSTOMERS  
IN A WHOLE NEW WAY

