Manufacturing Cloud Salesblazer Spotlight

Words	3,555
Duration	00:21:40
Recorded on	Unknown date
Uploaded on	2024-09-19 17:31:16 UTC
At	Unknown location
Using	Uploaded to aliceapp.ai

Speakers:

Speaker A - 44.14%

Speaker B - 55.86%

Notes:

- A spotlight session about manufacturing cloud. I sit in the product organization for Salesforce for our manufacturing and automotive cloud solutions. There'll be a little bit of roadmap discussion, so that's why this forward looking statement is there. Make your purchases based on what we have generally available today.

- My name is Jaco Hortopelto. I'm heading our digital business activities as well as strategy. Been with the company for a bit more than 14 years. The plan for today was that we will take a very quick look at Mezzo and then take a deeper dive to the activities we have done with manufacturing cloud.

- Metz does equipment and services to enable sustainable use of Earth's natural resources. Today we do approximately €5.4 billion worth of sales annually. We operate in 50 countries and employ more than 17,000 people. We serve two very different customer segments. The need to scale is vastly different.

- Our journey with Salesforce started actually way back with our CRM activities. At the moment, we are in a completely new journey, a journey about new services. We are going

after the big fish, which is about scalable services, new value to our customers.

- Going after the big fish means addressing some of the most critical challenges of our customers. Asset uptime. Site performance. Telematics, how we understand what's happening at the equipment at the site. scalable infrastructure that enables us to deliver these services.

- There's a lot we're doing in the AI side. Trends report just came out. Manufacturing cloud is available as a learning. org. There will be an Einstein summary available soon. Please provide feedback on this session.

Speaker A   00:00:00

Welcome everybody. Uh, thank you for being here for this, uh, spotlight session about manufacturing cloud. So one of our industry solutions. I'm so proud to be here with one of our customers with Jaco from Mezo who's going to be talking about their implementation of manufacturing cloud in a little bit. I want to say welcome to everybody here in the room to people who will be watching online on Salesforce plus, thank you for your time, for your attention, for the investment of your time. And if you are already a customer, your investment in Salesforce. We want to make sure that that stays worthwhile for you going forward. Part of that of course is sharing customer stories. I sit in the product organization for Salesforce for our uh, manufacturing and automotive cloud solutions. I'm based out of Europe, out of Brussels, covering the EMEA region. And that's why so lucky we work with some customers here like Metso. Um, and I want to dive in into some points. There'll be a little bit of roadmap discussion, so that's why this forward looking statement is there. Make your purchasing decisions based on what we have generally available today. Thank you for your time. With that, I'll dive straight in. Manufacturing cloud. Let me start quickly before I hand over to Metso to tell you a bit about what it is. But before I tell you about what it is, let me tell you first about why it is. Why we make manufacturing cloud is to address so many different industry challenges. So you see some of them here, your customer expectations are changing like any industry, but in manufacturing in particular, they expect you to know a bit more about their usage. Very often AI being embedded everywhere, workforce is getting older, aging out in many cases. So how do you more quickly enable a new workforce? Whether it's your sellers, knowing what are the products and the right pricing and getting the quoting done, or it's your service teams when they're out in the field or they're in their service desk, understand what is there at the customer site. How do we address any challenges and ideally how we turn that into ongoing revenue? Sustainability of course is a big challenge across the board. So knowing more about your own operations is very important. And of course addressing new business models. You'll see here, I'll show a code a bit later that gets into our trends in manufacturing report that just came out. And with that you'll see that many manufacturers, and that might be some of you, say you have to transform your day in, day out operations, partly because of the next number, that is many manufacturers not hitting

their profitability targets. And one challenge is a number of applications out there, over a thousand applications in most organizations that they're managing and weaving together. And the challenge for that is it leads to a lot of technical debt. Right. We see averages between 40 and 80% of it budgets being spent on technical debt. And what we're doing with Salesforce is building industry solutions on top of our sales cloud and service cloud. So not building parallel solutions, but augmenting what's there with sales and service cloud with new functionality. And when it comes to manufacturing, that means we're adding details around product information like bill of materials. You can track um, more fine grained information about the product and then also when that gets sold, if you're an asset business, tracking that asset information in a better way and augmenting that also with how you get more back in data into Salesforce to track all of this. So let's get concrete. What does that mean? Well, it means starting on the product side, I'm trying to sell. So everything from the selling pre selling side of this to plan forecast, track those expected agreements against the orders that are going through. And then if you are an asset business, what does that mean from a service perspective? So what am I doing from a service desk or field service piece that's going on out there in the field that end to end service management? And now we've just released connected assets at Salesforce, so now we can start to track that connected asset data also through Salesforce to leverage more proactive predictive maintenance off of all those different elements that are going on from predictive space coming from the field, the telematics information. And then no matter whether you have connected assets or not, how do I connect that wheel to turn all that asset information into ongoing service? How can I convert my product and part business perhaps into a more subscription business to drive more sustainable, predictable revenue going forward? So the way we're doing that is with manufacturing cloud and we have manufacturing cloud for sales. So that means the sales agreements, tracking all the different sales agreement data, that's so important, combining all that information together there for forecasting whether you're doing tier one, maybe you're managing programs as a manufacturer, managing that program, business, tracking partner leads, tracking partner visits, planning those partner visits. And then maybe you have incentive programs, rebates, or ship and debit that you also want to be leveraging, right? So all of this can be harnessed and powered through manufacturing cloud. I leave this screen up there because Jaco is going to talk about the first feature they implemented at mezzo was the sales agreements. So that means being able to track those term agreements, those volume agreements over time to understand what is the expected quantities and prices over the next weeks and months during this particular agreement, so that I can compare what did I plan versus what's actually coming through in orders. So that's there. The thing we're talking about on the roadmap is coming next month. We're going to have some AI behind that where we have a sales agreement summarization. So this will summarize a sales agreement, look for those anomalies, look for those trends in the agreement, and highlight it to the salespeople so they don't have to go and analyze all the analytics or read through a very complicated or very large agreement to know what's actually happening with that agreement. On the service side, we're doing a lot on service, especially in the last

year with manufacturing cloud, really augmented our service functionality. So that means things like the service console, the asset service console that you see here on the screen. And then we added warranty management, claim management, claim automation, and more recently, just in our summer release, we added functionality around service campaigns and work order quoting, so the ability to generate service campaigns and quickly price work orders. And most recently, added our connected asset feature. So there's a lot there in manufacturing cloud, selling, servicing, connecting out with your partners, analyzing it from data analytics side. But that's me turning it over to a customer who's actually in the process of doing this. And with that, I'd like to hand it over to Jakko from.

Speaker B   00:06:21

Thanks, Mark, and greetings from Finland. What an honor to be here, be part of this innovation community and share the story of mezzo with you and what we have done in this space. My name is Jaco Hortopelto. I'm heading our digital business activities as well as strategy. Been with the company for a bit more than 14 years, so, um, probably need to stop counting at this point. My background is in the aftermarket services. I've led our group strategy work for a couple of years and now focusing on the aggregate segment and the digital business we do for that technology development and go to market. So the plan for today was that we will take a very quick look at Mezzo, what we do, and then take a deeper dive to the activities we have done with manufacturing cloud. But first, let's start with Metz. Electrification of the society, EV's transportation, railroads, they all need metals and minerals, rock products to exist. And our purpose is to enable that development, enable sustainable modern life. And our business is the technology part we do equipment and services, uh, for these processes to enable sustainable use of Earth's natural resources, and to be the best in that. Today we do approximately €5.4 billion worth of sales annually. We operate in 50 countries. So basically, wherever our customers are and employ more than 17,000 people. What's really interesting about Mezo is that we actually serve two very different customer segments. On the other hand, we serve mines, mining companies, which are massive operations, 24/7 huge, um, huge enterprises, uh, where the focus is on efficient, sustainable extraction of the ore from the ground. On the other hand, we serve the aggregate segment, which is an illustration in the image there on the left hand side, which can be very small companies, mobile operations, contractor type of business, where the customers move from side to side on, uh, a project basis. And if on the mining side, we serve approximately a couple of hundred customers, in the aggregates, we serve more than 20,000 customers. So the need to scale is vastly different. And of course, one could make the determination that why we are leveraging technology to scale. And now let's double click on the aggregates and focus the rest of the show on that particular segment than what we have done. And next, let's jump into the shoes of our customers for a very, very quick moment. I believe the rock music fits quite nicely to the environment. So dusty, noisy, uh, that's the environment where our customers work.

And that's super important for us to acknowledge when we are developing services and products for them. And of course, you could think about that in the rest of the show that, okay, what's the environment like that we operate in? Our journey with Salesforce started actually way back with our CRM activities. But at the moment, we are in a completely new journey, a journey about new services, journey about experiences we deliver to our customers and completely new value. This journey started back in 2022 with our strategy work, where we set the ambition that what do we actually want to achieve in this space? We did certain technological decisions, platform selections, and also decided to model what we want to use in order to have speed in the development and to push things forward. And then we rolled our sleeves. And since 2023, we have been implementing these critical technologies and marketing, manufacturing, uh, cloud is part of them. And here in this context, we talk about sales agreement and in our distributed business planning, that was the first case that we started to use. And now we are live in certain capabilities, certain journeys which enables us to experiment together with our customers and distributors to set the future roadmap. And actually this year, we co hosted this hackathon together with Salesforce, which was all about innovating around the assets, our customer assets, new value, new services that we could create for them. And now we are on that journey. We are going after the big fish, which is about scalable services, new value to our customers. And what does going after the big fish mean? It of course, means about us addressing some of the most critical challenges of our customers. Asset uptime. You saw the harsh environment that our products are being used, so they need to be maintained on a regular basis for our customers to keep running them. Site performance is all about understanding the changing conditions at the site and then making setting adjustments for the equipment so that the production keeps up. Based on those, uh, variables in the environment. You can actually see uh, a panel in the excavator cockpit, which is used by the operator to maintain that fleet performance after, uh, the excavator and finally save time. And this is really important. You remember, uh, the small contractors that I mentioned that we serve during the day. They spent the day on the excavator cabin, and in the evening when they go home to their families, that's the time when they open the parts books and the manuals and start to plan for the next maintenance activities. And we don't want them to do that. We want to pre plan these activities for them in a way that they can only say yes, okay, these are the activities we do. Let's go for them, and then for them to spend the time with what truly matters. And now we are getting into the manufacturing cloud, cloud picture. All of these topics that are really important for our customers. They happen around the asset, an asset lifecycle. Let's now take a deeper dive on that. We have a clear path to solve these challenges. And here you can see some of the capabilities that the solutions are being built on. Some of my OEM colleagues in the room can recognize most of them. So we start with the embedded equipment, intelligence, automation that, that is there when the products leave the factory. Telematics, how we understand what's happening at the equipment at the site, how they are doing, then codified process and maintenance, understanding. As an OEM, we know how the product should be used, what type of maintenance there needs to be done, but also how the

product behaves in certain type of conditions. And last, uh, but not least, the scalable infrastructure that enables us to deliver these services, uh, in a scalable way. This is the key. But the secret sauce is not individual, it is capabilities, but it's actually the combination of them in building these end to end. Experiences and value. And a decade ago when we were first getting the telematics off the ground, it was only about us, uh, letting the customer know what's happening at the equipment, what information we can get from the equipment. But that doesn't make a big impact. That's nice to know. But when we combine the understanding of what's happening at the equipment to our codified process and maintenance understanding, we can talk about insights, what does this information mean? And then with the scalable systems we can actually deliver them. So make remote setting changes to the products, but also let the customer know what type of maintenance activities needs to be done. So these are the end to end journeys that actually turn the insights into actions. And this is the big value. Here's one illustration of our architecture. So we have um, a pipeline from the factory to the product to the customer. And to start with we have the supply, supply, operations, your ERP, PDM systems, then what's happening around the asset, telematics, automation and manufacturing cloud, and then uh, the customer interface where we talk about services, uh, and delivery of those services so we can geek out about the technologies. After this session, I'd be happy to have a more in depth discussion about them. But two takeaways I would like to leave you with here. One is about understanding that, how these technologies complement each other and the decisions that are driven by that. And let me explain if the technologies from our point of view are uh, too scattered, too different, we spend our time and effort in integrating them, whereas in this setup we want to spend our time in building on top of them, building the new value, instead of slowing us down with the integrations and the work that would need to be done to make them a whole. And of course when these happen at the same data platform, it has a massive impact on the AI enablement. We have the data in the platform, we don't need to understand that. Okay, uh, what are the systems that we need to bring them in? Of course there are technologies for that as well, but uh, this is much more easier. And then the second point is about the scalability. So when we are solving these challenges, we see repetition between them. They are not different from equipment to equipment, or from customer to customer. There is repetition. And manufacturing cloud enables us to build the repetition into the system. So when we are planning certain activities around the customer's equipment lifecycle, we don't need to do that every time to a new customer, we scale them. And that's super important for us because it needs to scale. Then a couple of practical examples about the services. Um, on the left hand side we have what's happening at the site. So in this first example, our equipment runs through a critical alarm. And this is super important because if the customers don't act immediately, this can result into big failures and expensive repairs. So in this model, um, we can let the customer know what are the recommended actions and help customer to prevent a critical failure and reduce the opex as a result. Then the production condition is changed. In the image you can see a crusher feeding another crusher. Actually the feed material can change quite a bit from project to project. And from time to time it can be softer, harder

rock, or it can be more moisture inside the feed material. And hence certain setting changes needs to be done. And of course we can propose a set of different things for our customers, what they can do in order to improve the production rate or maintain that at the level. And finally, a good example of the time save is uh, a case of warranty period coming to an end. And that's typically uh, a situation where customers need to do, uh, certain things to keep the product up and running. Inspection is one of them. And as a result of the inspection, certain maintenance activities. But these are the things that we don't want the customer to think about. What do I need to do? We need to pre plan this and let the customer know that this is our recommendation, this is what we would like you to do. And that of course saves time, which is super valuable for them. Good. So a couple of takeaways. The um, secret sauce combination of the capabilities, not individually, and looking at them from end to end, point of view, that's the key to big value. Then the platform strategy, how different capabilities are being chosen to complement each other for us to build on top of them, be fast in implementation. And finally, the scalability, which is all about the manufacturing cloud working underneath the hood. For us to build these services in a scalable way, that would be it. Thanks to you, Mark.

Speaker A
00:19:50

Thank you, Jakob. Yeah, so appreciate it. Jacob, I know you'll be here a few minutes after. For people who have questions about this, I mean, great start, a lot of ambition. Um, and I know this resonates any asset manufacturing company out there. Um, even if you're not particular in assets though, I mean, there's a lot we're doing in the AI side. Just a quick summary of things that are coming soon or uh, early next year. On the selling side, you mentioned around AI. I know you're already doing things with AI today, right? And I know that's part of the plan, right? Leveraging one platform for that. Some of the elements there like service summary, uh, telematics summary as well that we're planning so you can get more information. I mentioned earlier there's trends reports, there's a QR code if you want to quickly look at that. Whether you're here in the room or online, you can go and look at this. Trends report just came out. It's actually just coming out now. I think just last week it came out. So we surveyed a lot of manufacturers. That's where we're getting a lot of feedback. Always happy to get your feedback to help us drive the right roadmap for our own solution. Manufacturing cloud is available as a learning.org as well, that you can go and download and have a look at it. Um, and a modernized commercial operation guide that's there. So I'll say first, the people visiting online joining through Salesforce plus, thank you for your time here about manufacturing cloud and hearing here from Metso. Thank you for that. For the folks in the room, uh, there will be an Einstein summary available soon. Uh, with everything you've been seeing here in text summarized, we'll see how well Einstein does that. Um, and please provide feedback on this session. Scan this. You can get, uh, a quick gift certificate for Starbucks as well for providing your feedback. So with that, I'll say as well, the folks in the room here, thanks so much for being here. Please enjoy the rest of dreamforce. Thank you so much.