



Promotion Optimization Institute, LLC

2021 Vendor Panorama for
Retail Sales Execution and
Monitoring in Consumer Goods

This is an excerpt from the *2021 Vendor Panorama for Retail Sales Execution and Monitoring in Consumer Goods*.

To access the full *POI 2021 In-Store Retail Execution Vendor Panorama (Retx)* report please visit the POI website:

poinstitute.com

Profile: Salesforce is a cloud-based Software as a Service (SaaS) company that specializes in customer relationship management (CRM). Salesforce's services allow businesses to better connect with customers, potential customers, partners, and the entire organization. Salesforce's recent acquisitions of companies like Slack, Mulesoft, and Tableau complement their Consumer Goods Cloud Platform to address retail execution challenges.

Geographic presence: Salesforce does not disclose this information.
Total consumer goods users (seats): Salesforce does not disclose this information.
Tiers represented: All.

Solution offerings: Retail merchandising, Pre-Sales, DSD, Van sales.
Industries: Salesforce does not disclose this information.

Configuration/Customization: Salesforce offers an open cloud computing platform that enables companies to customize and integrate to 3rd party providers without the need to worry about upgrades. Salesforce also offers platform tools, including an application development environment to code custom extensions, a declarative framework for enhancements at business user level (using clicks, not code), the Lightning App Builder to build responsive UX for any device, and a powerful business process builder. Customers can further enhance existing processes with partner offerings in the Salesforce AppExchange.

The Consumer Goods Cloud Retail Execution solution benefits from three releases a year, built on a fully extensible technology stack with tools offered for rapid deployment and prototyping.
Technology architecture/delivery options: Multitenant SaaS.

Service partners: Accenture, PWC, AllCloud, Polsource and other regional salesforce implementation partners.

Technology partners: Apple, AWS, Google, Microsoft, IBM and Alibaba.
User experience: Built on the Consumer Goods Cloud Platform, the Salesforce Retail Execution solution can link the entire organization together through the Salesforce platform. Account Managers, Sales Managers and other back office/HQ personas have visibility into accounts, territory performance and key metrics on sales rep and store performance. Tableau CRM offers the opportunity to extend performance reporting using data from external systems as well (Tableau CRM is an add-on to the Salesforce Retail Execution solution). Salesforce Maps, included with the Consumer Goods Cloud, provides intelligent route optimization and live tracking of sales reps to sales leadership and the back-office team.

Field Reps get a 360-degree view of the store including store details, account information, details of previous visits, past orders, and manager instructions as well as store performance metrics and KPIs. The mobile app provides a field rep with step-by-step guidance of store specific activities that need to be performed. Intelligent Alerts highlight activities and opportunities and provide an explanation for the alert. Image recognition capabilities can detect out of stocks and planogram compliance. Related KPIs are captured and available to the Field Rep and communicated back through the Salesforce platform.

Chatter is the enterprise social network that serves to connect the organization as a whole but especially connects mobile workers with the organization and with each other. This provides a platform to share successes and best practices. Gamification capabilities connected with Chatter serve to encourage desired behaviors and can execute company contests.

The Salesforce platform includes the Trailhead learning community. Trailhead makes learning fun and is also an aid to organize and monitor both mandatory and optional training for the entire organization. Trailhead provides a valuable resource as employees transition through new roles in the organization.

With all the mobile functionality also available on desktop, the Salesforce platform enables Virtual Retail Execution and B2B self-service to engage customers on a single platform. Customers can receive messages and alerts and place orders on web or mobile. A chat bot (and/or call center) can provide assistance and all activities are integrated with store-level attributes. The B2B capability can empower and incentivize channel partners with seamless, personalized, and collaborative experiences.

Data Approach: The Salesforce platform architecture allows for API extensibility to integrate with other TPM, ERP systems, and other data sources. Any change in the information will flow automatically to the Consumer Goods Cloud and mobile app. In addition, the Salesforce partner ecosystem and the AppExchange offer a variety of tools to connect data from any system with clicks or code.

Analytics: Salesforce's analytic capabilities are powered by Einstein Analytics for Consumer Goods which is available for both desktop and mobile. The solution can process high levels of data from multiple sources including Salesforce, ERP systems, and data warehouses integrated with the Salesforce platform. Einstein Analytics includes Tableau CRM which is a native capability so the analytics displayed are consistent across desktop and mobile. This supports the "connected organization" approach which Salesforce enables. Salesforce provides standard reports and dashboards based on market best practices. The flexibility of the Salesforce platform and Einstein Analytics means the data model can be configured, customized, and extended to enable additional business scenarios.

Beyond dashboards and reporting, the Salesforce Retail Execution solution includes embedded analytics to guide a mobile rep with visit recommendations, intelligent route planning (integrated with Salesforce Maps) and prescriptive execution analytics (next best action to take).

Vendor trend: While the Salesforce platform and capabilities have existed for some time, Salesforce began a focus on solutions for Consumer Goods companies in 2019 with the launch of the Consumer Goods Cloud. The launch was based on the belief that retail execution falls squarely on the sales rep's shoulders and Salesforce was determined to provide the tools to help CG companies succeed. Salesforce began their retail execution journey with two large pilot clients and have used that success to drive organic growth through their current CRM client base. Salesforce has also been able to gain new customers from their retail execution capabilities.

Strengths: Between route optimization, image recognition, and prescriptive execution analytics, the Consumer Goods Cloud and Einstein Analytics save time addressing tasks to allow more time to sell. The flexibility afforded by the Consumer Good Cloud and the Salesforce platform in general is also a strength, allowing customers to build and extend solutions as needed. Also, the seamless Salesforce connectivity across the entire organization, which is a benefit when organizations run broader CRM and other Salesforce capabilities.

Challenges: Salesforce is first and foremost a platform (an enabler) which offers a lot of flexibility to address a wide variety of business scenarios. The Consumer Goods Cloud serves to bundle key functionality, including retail execution, for CPG manufacturers. The challenge for Salesforce is to communicate their CPG-centric capabilities in order to compete with the well-defined messaging from other vendors, some of which have built their solutions on Salesforce. Adjacent offerings: Location-based tracking, digital self-service (portal, B2B Commerce), learning (myTrailhead), enterprise social network (Chatter), productivity (Quip), analytics (Tableau CRM), sustainability (Sustainability Cloud), Loyalty Management which include gamification capabilities that can be used internally (employee contests) as well as with B2B and B2C applications.

Key differentiators: Einstein Analytics for Consumer Goods, including Tableau CRM, Einstein Vision (image recognition), and Salesforce Maps provide time-saving tools in a (visual) user-friendly manner. This increases adoption and usefulness of platform capabilities. The Salesforce AppExchange is a differentiator, offering packaged solutions for new capabilities or one-off project needs.

Outlook & prognosis: The Salesforce platform is solid and has grown from being a standalone CRM tool to fully connecting the enterprise. Connecting frontline mobile workers is a natural and necessary extension. The Consumer Goods Cloud brings together key functionality for CPG manufacturers and will continue to evolve to strengthen both retail execution and the organization's performance.

Evaluate Salesforce when: You want to fully connect your front and back-office teams and leverage AI enabled insights to guide field activities. Also, if you are able to engage customers directly with B2B capabilities.
Avoid Salesforce if: You just need a basic merchandiser solution and are not currently running Salesforce.

Distinctions: Data Visualization, Social Selling, Connected Enterprise

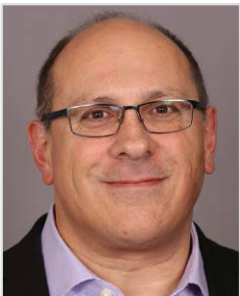
About the Author



Pam Brown. As Chief Commercial Officer, Pam creates and executes POI strategy, research, advisory, plus elevates practices and CPG and Retailer relationships.

Prior to joining POI, Pam was the Director of IT Governance for Del Monte Foods where she led IT Governance and the PMO. In her previous role as the Director of Sales Operations, she led: Sales Strategy & Operations, Sales Systems and BI Analytics. She drove collaborative solutions and change across the organization based on corporate strategy and with the support of crossfunctional partnerships.

Pam began her career at Unilever where she quickly progressed through numerous Retail Sales Execution and headquarter sales positions of increasing responsibility. She then joined Kayser-Roth and became the Western Division Sales Director for all Retail CPG business west of the Mississippi. Pam has 29 years of Sales & Systems experience and demonstrates a passion for creating a competitive advantage through high-performing teams. Pam earned her BA in Business Administration from the University of California at Riverside.



A special thank you to **Michael Marzano** who is a POI Affiliate and supports POI Manufacturer In-Store Retail Sales Execution Advisory with Pam Brown. He participated in the RetX Vendor Panorama process and helped to support the document creation you have enjoyed. Mike's CPG experience spans the complete end-to-end fulfillment process from manufacturing to the last mile at retail. He has led projects driving improvements and efficiencies across S&OP, Territory Planning, Retail Sales Execution, Category Management, and Supply-Chain initiatives at CPG leaders including Mondelēz International, Cadbury, and Kraft Foods. Mike has experience and expertise in Sales Force Automation, POS and Syndicated Data, On Shelf Availability, and Space and Assortment Planning. His experience in e-commerce and B2B selling covers multiple service models including DSD, broker, Virtual/Telesales, and Food Service. Mike has excelled at coordinating crossfunctional resources, including vendors and customers, to execute projects that deliver results.

About the Promotion Optimization Institute

POI brings together manufacturers, retailers, solution providers, analysts, academics, and other industry leaders with the specific objective of collaboratively improving holistic enterprise planning and the promotion and distribution of consumer goods. Members of POI share cross-functional best practices in both structured and informal settings. Additionally, members benefit through our industry alliances, the Certified Collaborative Marketer (CCM)[™] program, and industry-leading summits around the globe. POI aims to instill a financial and metrics-based discipline not typically found with other trade groups. The goal of our innovative approach is collaborative promotion optimization. The focus is on the customer/shopper through sales, marketing, and merchandising strategies. Executive advisory boards keep us apprised of industry needs and help us provide desired outcomes for members, sponsors, and academia.

For more information:

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