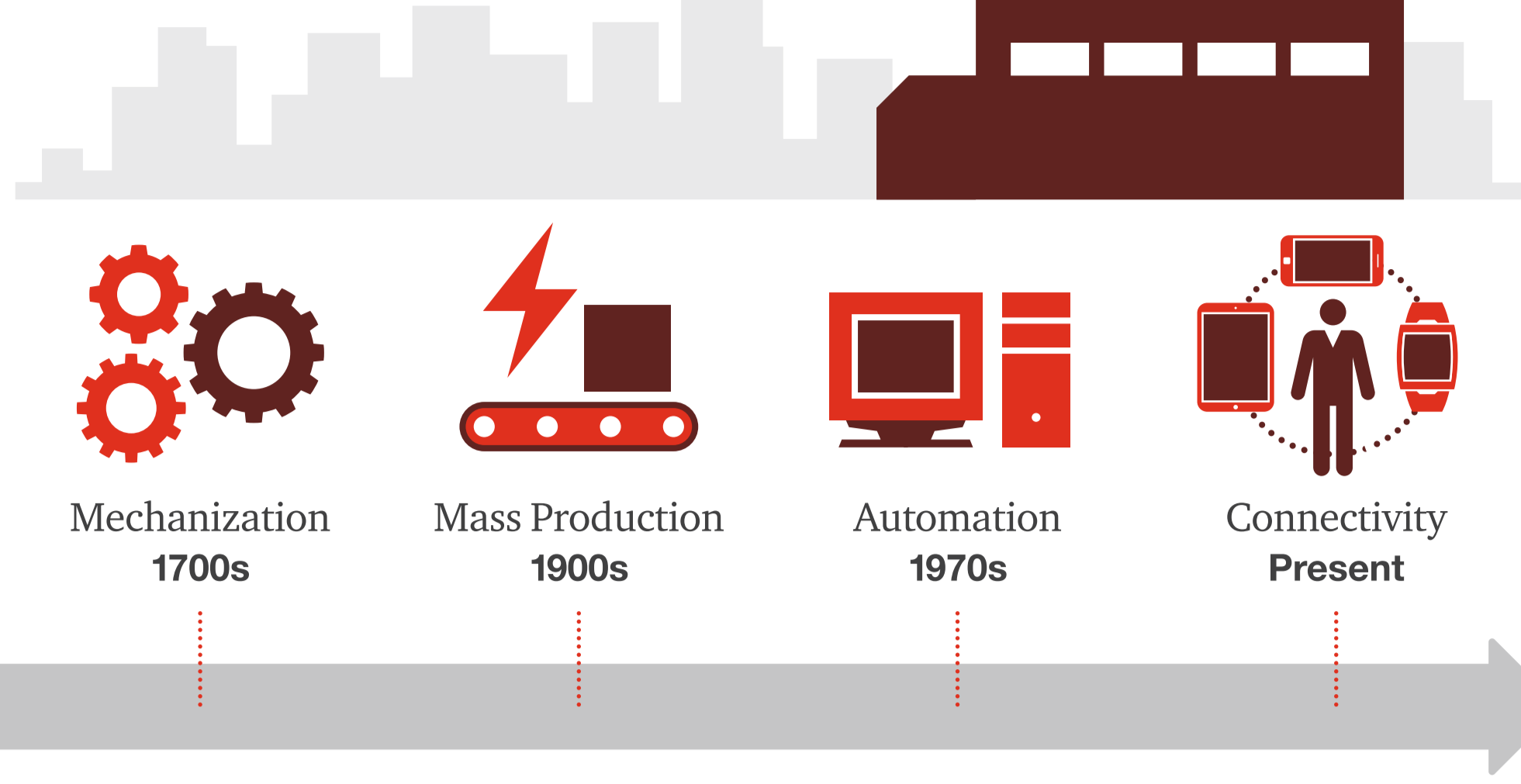


# The 4th Industrial Revolution: Customer-centric digital manufacturing

Manufacturers are in the midst of the 4th Industrial Revolution.

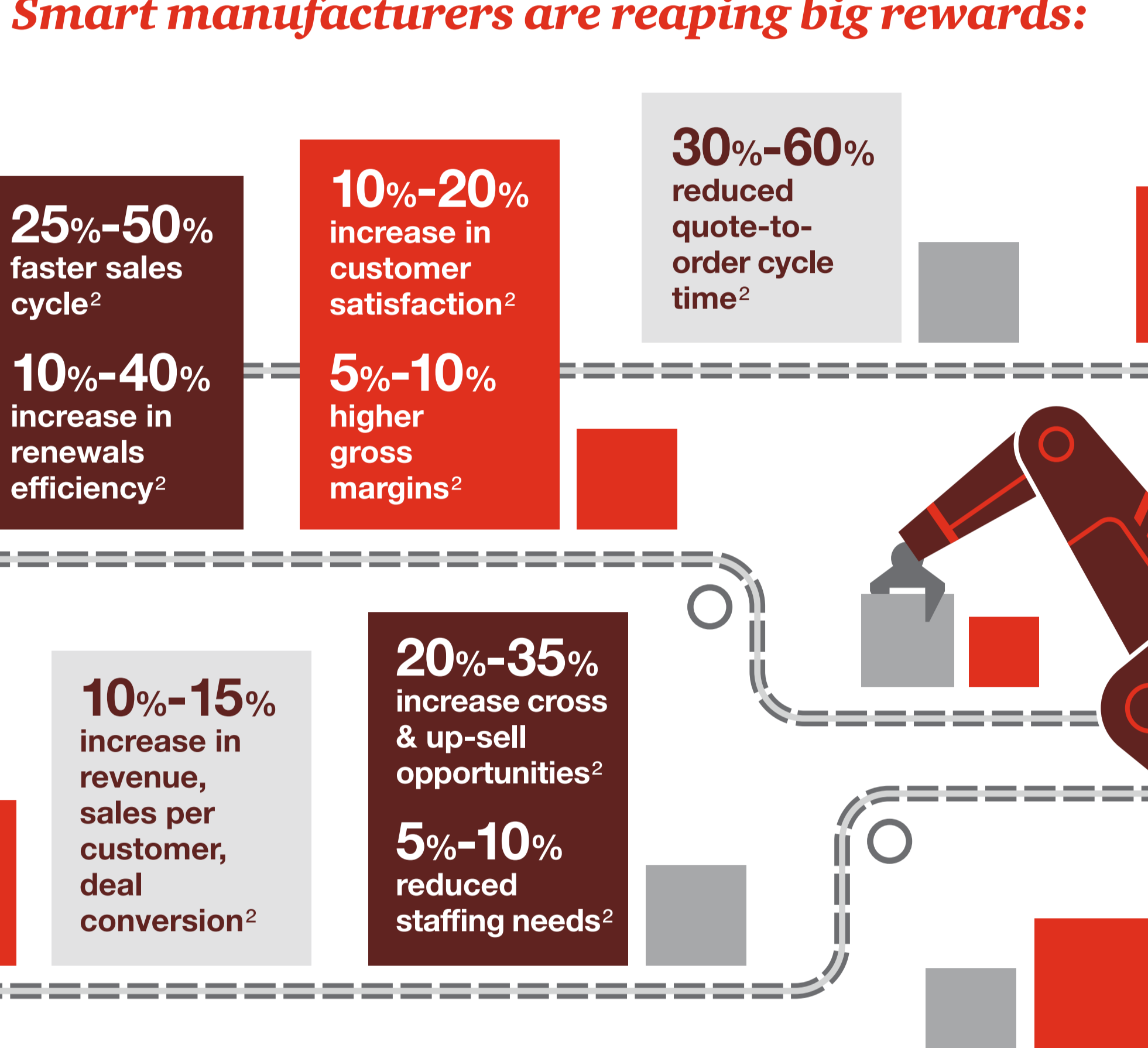


Market leaders are harnessing digital innovations to transform their businesses—creating seamless, superior customer experiences.



### Manufacturing leaders are investing in 4 critical areas:

- Lead to Revenue**  
 Embed analytics, digitization, and mobility into every touch point in the customer journey
- Partner Relationship Management (PRM)**  
 Form trusted relationships through transparency to create a seamless customer experience
- Customer Insight**  
 Know your customer—gain insights across touch points to enable proactive marketing, sales, and service
- Agility & Innovation**  
 Focus on innovation and continuous improvement to enhance products and services and reduce costs



### PwC and Salesforce® help manufacturers transform into customer-centric digital enterprises:

**Lead to Revenue**

- Create a seamless customer journey across moments of truth
- Increase collaboration and alignment

**Partner Relationship Management (PRM)**

- Drive transparency
- Create value-based partner strategy and align with vision
- Identify accountability across touch-points
- Create an incentive model

**Customer Insight**

- Build robust customer segmentation
- Leverage analytics to provide a 360 degree view
- Leverage connected products and an analytics engine
- Enable predictive and prescriptive capabilities
- Translate insight into action

**Agility & Innovation**

- Map vision to business strategy
- Foster business and IT collaboration
- Focus on what matters and do it fast
- Embed change management

The impact is **immediate** across every business dimension.

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- 1 Enable smarter and collaborative customer engagement
  - 2 Enable personalization at scale
  - 3 Accelerate path to booked business
  - 4 Translate data into insights and action
  - 5 Recruit and engage the new millennial workforce
  - 6 Align capabilities and business strategy

### Ready to transform manufacturing to meet the needs of the digital customer?

Contact PwC to see how we can help your company achieve competitive advantage:

Ed Basanese  
edward.basanese@pwc.com  
+1 (646) 471-4877

Gabe Andreescu  
gabe.c.a@pwc.com  
+1 (203) 539-3123

Antoine Givens  
antoine.r.givens@pwc.com  
+1 (312) 860-8208

For more information, please visit: [www.pwc.com/salesforce](http://www.pwc.com/salesforce)

Source: <sup>1</sup> Forrester's Global Business Technographics Business and Technology Services Survey, 2015  
 Source: <sup>2</sup> Figures are representative of PwC delivered program outcomes in the manufacturing space

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