



THE AGE OF THE CONNECTED CUSTOMER

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THE CONNECTED CUSTOMER

Everything and everyone is connected



Mainframe
SNA
Terminal

Server
LAN/WAN
Client

- Cloud
- Mobile
- Social
- Data Science
- IoT

Thousands



Millions



Billions
connected things



Trillions
of customer interactions



by Jo Mouselli
XTREME
LASHES

THE INTERNET OF CUSTOMERS



taxi

watch

device

Behind every **thing** is a customer

app

car

light bulb



Companies disconnected from customers & things

salesforce

Your Company



<1%

of customer data has been analyzed*

Your interactions:

not personal
not proactive
not actionable

Your Customers



Salesforce IoT Cloud

Powered by Thunder

Connect with any device, activity, or data source

Manage billions of customer interactions from any device and app

Gain a complete 360 view of your customers

Combine real-time IoT and CRM data for a 360 view of your customers

Build 1 to 1 customer engagements at scale

Reach every customer through sales, service, marketing with Salesforce



Powered by Thunder



Real-time



Trigger Action



Intuitive UI



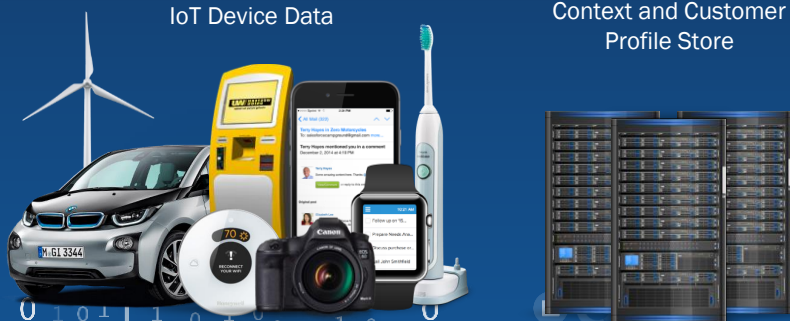
1 to 1



Connected to Salesforce

How Does the IoT Cloud Work?

Listen to the world
at IoT scale



Trigger actions with
real-time journeys



1 to 1 proactive
engagement through
Salesforce



3RD Party Systems

MANAGE BILLIONS OF CUSTOMER INTERACTIONS AND EVENTS



Connect any type of data source

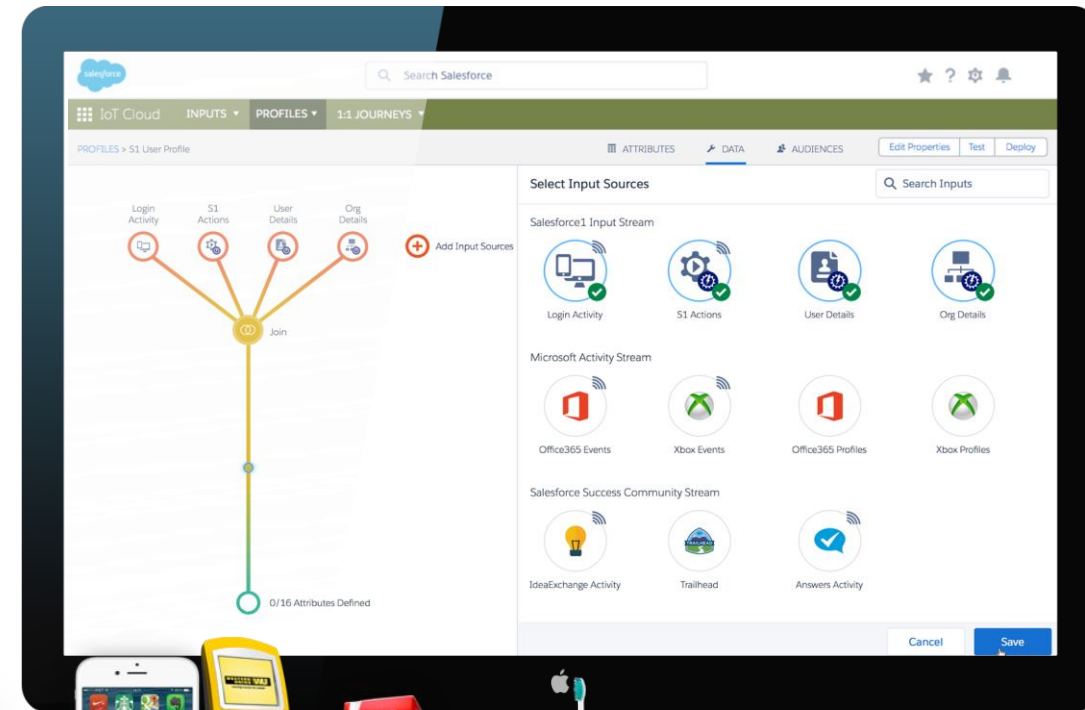
Ingest data from devices, Azure, S3, Salesforce and more

Ingest IoT events in real-time

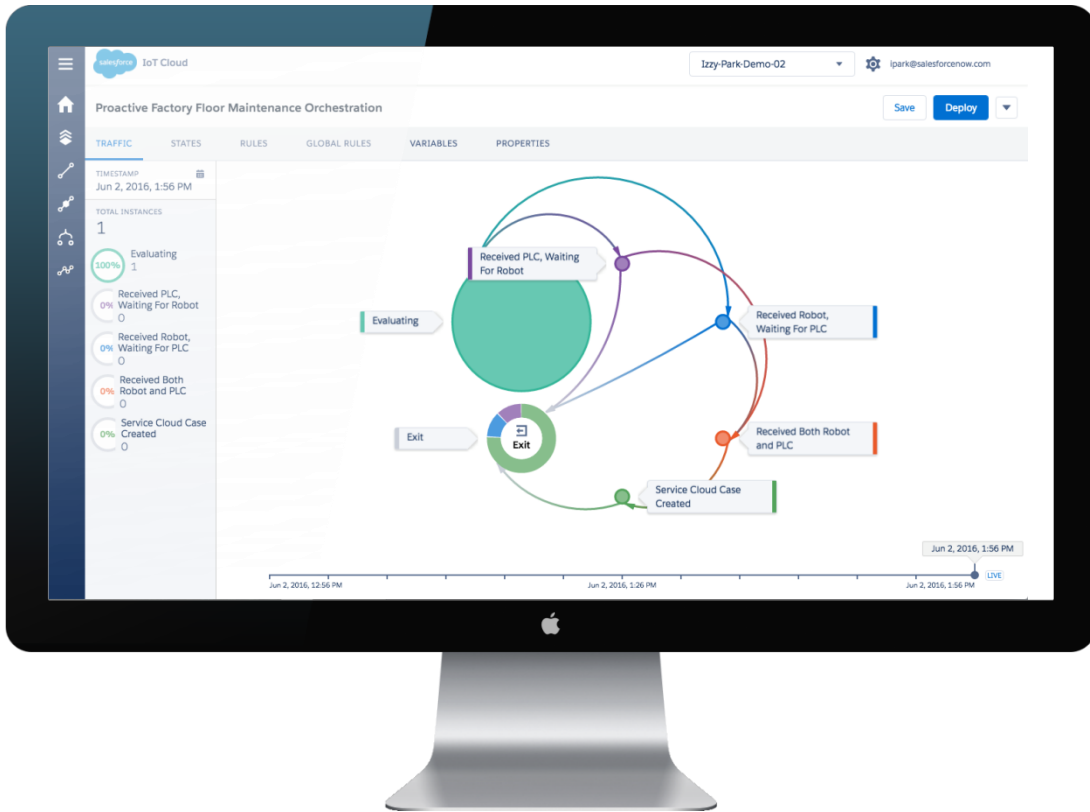
Handle billions of events a day at IoT scale

Enterprise-ready

Managed, trusted and scalable architecture



BUILD CUSTOM INTERACTIONS AND ENGAGING EXPERIENCES WITHOUT CODE



Anyone can build rules on event streams

Intuitive user interface to build simple to sophisticated orchestrations

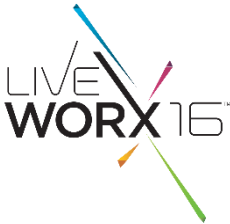
Integrate natively with Salesforce

Enhance and connect to your existing business systems and processes instead of from scratch

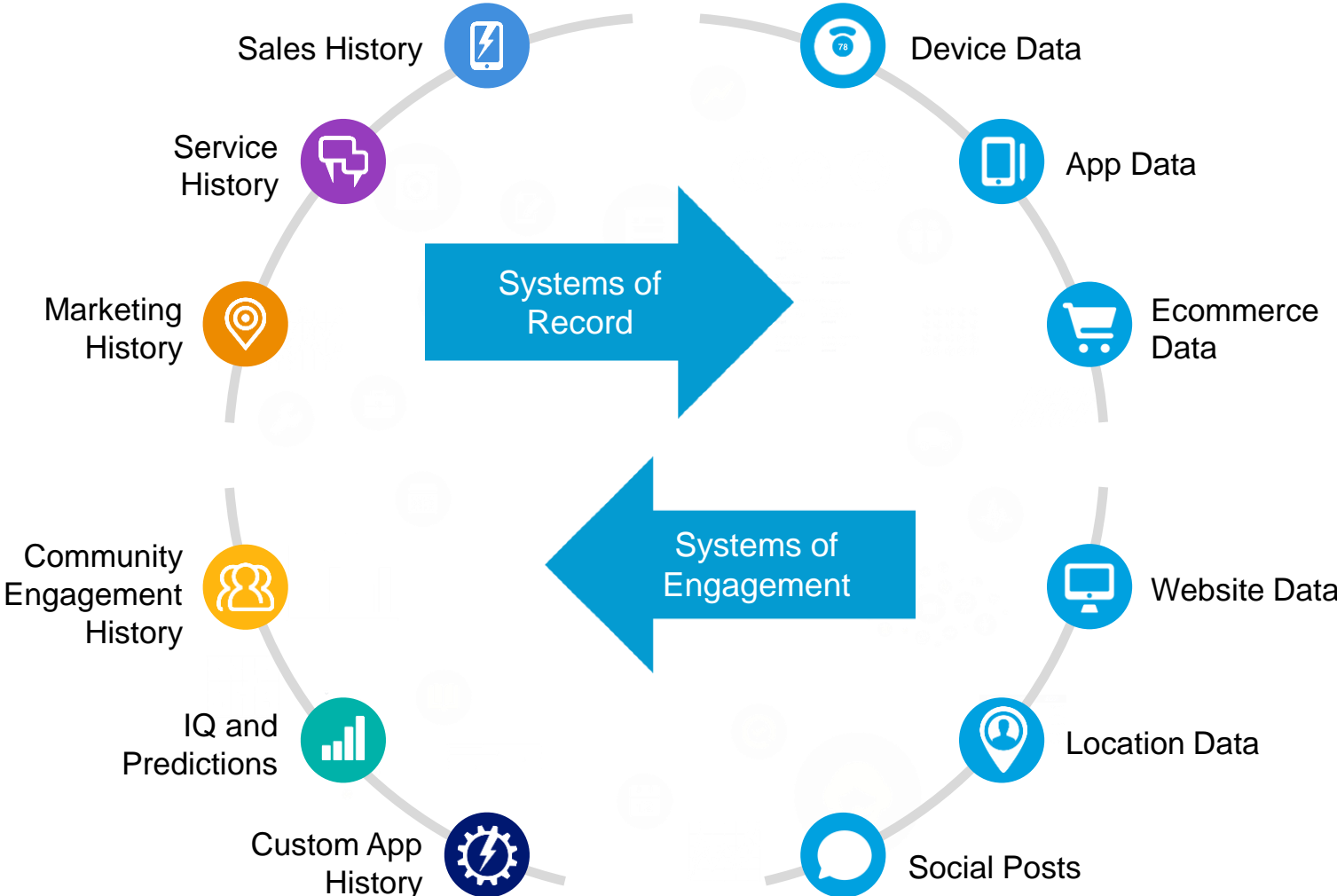
Take action and notify at the right time

Integrate into your existing business workflows based on contextual information at the right time

COMBINE YOUR SYSTEM OF RECORD WITH A SYSTEM OF ENGAGEMENT

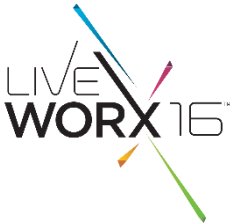


CRM Data from Salesforce



Activity Data from Internet of Things

CUSTOMER-CENTERED DIGITAL ENGAGEMENT

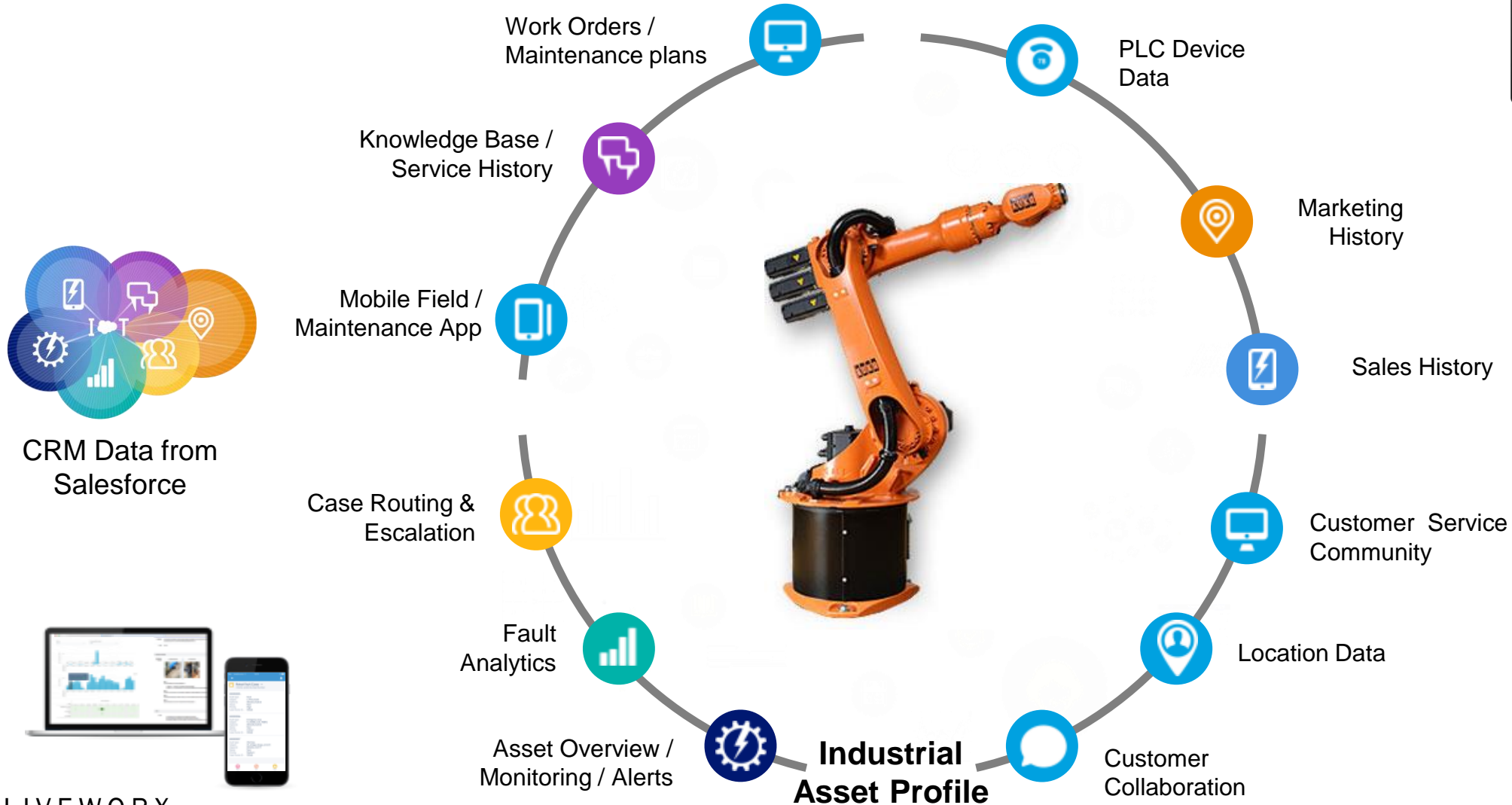


CRM Data from Salesforce



Activity Data from Internet of Things

INDUSTRIAL ASSET CENTERED DIGITAL MAINTENANCE



WHY SALESFORCE & PTC

SALESFORCE AND PTC UNIQUELY POSITIONED



Customer Success Platform

Insights of customers



Smart Connected Products

Insights of things

SALESFORCE AND PTC

CUSTOMERS



Sales

Marketing

Community

Service

THINGS



Engineering

Manufacturing

Systems

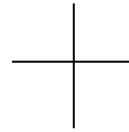
Service



SALESFORCE AND PTC



CUSTOMERS



THINGS



360 Visibility

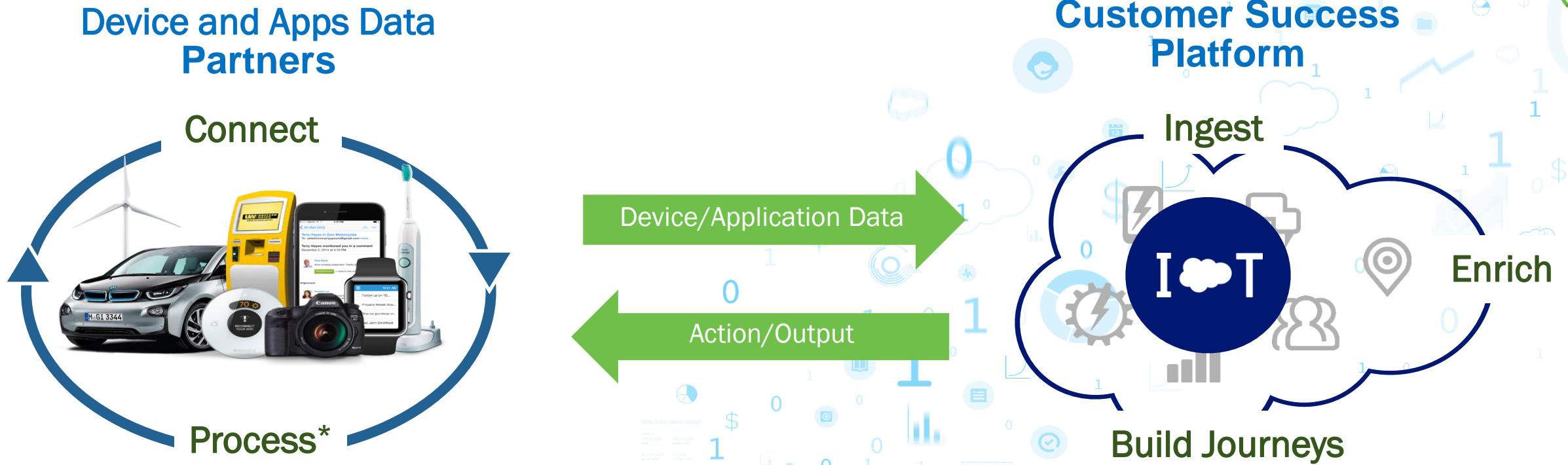
Customer Centric

Enterprise Velocity

Rapid Innovation

Customer Experience

PTC & SALESFORCE DATA FUELS THE IoT CLOUD

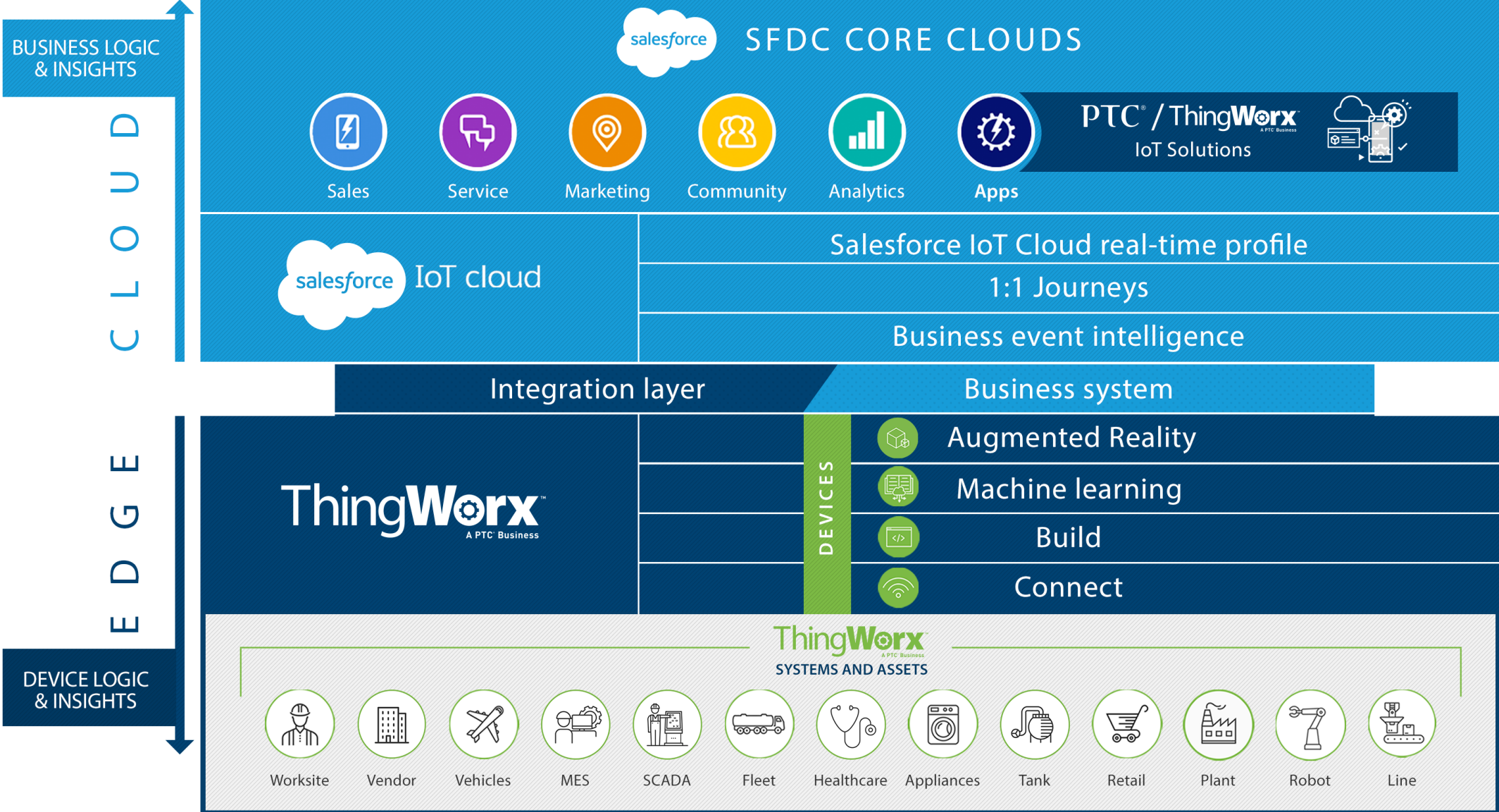


Product Centric

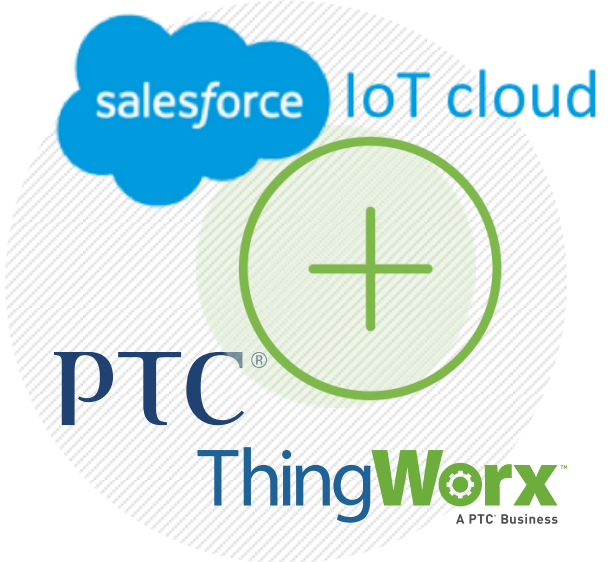
Customer Centric

*** Monitor, Control, Optimize, ...**

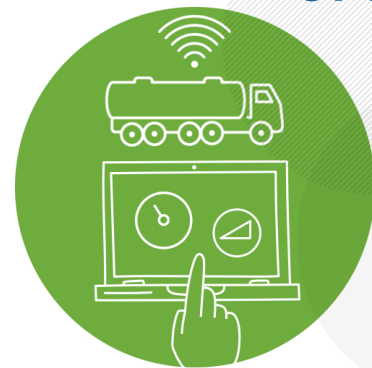
PTC & SALESFORCE INTEGRATED ARCHITECTURE



TRANSFORMING THE CUSTOMER IoT JOURNEY



OPERATIONS



- Fleet management
- Automate tasks & activities
- Monitor performance
- Remotely control product activities

ENGINEERING



- Improved product design
- Usage-based design requirements
- New product identifications

SALES



- Complete account overview
- Cross-sell / up-sell opportunities
- Over / under utilization
- Consumables

CUSTOMER SUPPORT



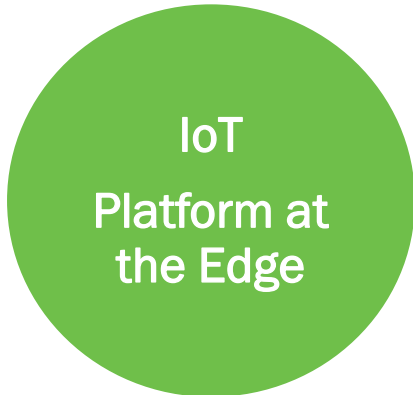
- Reduce customer support call times
- Higher first-time fix rate
- Data-driven customer support

MARKETING



- 360-degree view of every customer
- Personalize campaigns driven by customer behavior
- Real time use of data for individual promotions

WHY USE PTC AND SALESFORCE TOGETHER?



Things

- Engineering
- Manufacturing
- Systems
- Customer Support

Customers

- Sales
- Marketing
- Community
- Service

Joint Value

- 360 Visibility
- Customer Centric
- Enterprise Velocity
- Rapid Innovation
- Customer Experience

A vertical grey bar on the left side of the slide contains several colorful, sharp, triangular shapes pointing towards the center. From top to bottom, there is a green shape, a blue shape, a yellow shape, and a pink shape.

DEMO

#LIVEWORX

SALESFORCE IOT CLOUD PTC SUPPORT DEMO



WANT TO LEARN MORE?

Come visit **SUPPORT** in the EXPO to...

- **GET CONNECTED**
 - Get a hands on Demo of Salesforce IoT Cloud handling a Customer Support Scenario
- **GET SMART**
 - See how PTC can use the power of IoT Cloud and Customer Data together
- **GET PROACTIVE**
 - Recommendations with real solutions can be sent in seconds, before users even know there is a problem



The image features several colorful geometric shapes, primarily triangles and lines, scattered across the background. A large, multi-colored triangular shape is prominent on the right side, composed of various shades of blue, green, yellow, orange, and purple. Several thin, colored lines (blue, pink, green, orange) radiate from the center of the text area. The text 'LIVE WORX 16' is the central focus, with 'LIVE' in a thin, outlined font and 'WORX 16' in a bold, solid black font. A small 'TM' trademark symbol is positioned to the upper right of the '6'.

LIVE
WORX 16™

TAKE A FRESH LOOK AT THINGS

liveworx.com