



SALESFORCE IOT CLOUD SHOWCASE

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SALESFORCE IOT CLOUD SHOWCASE

- ☐ Salesforce & the IoT Cloud
- ☐ ThingWorx IoT Platform
- ☐ Our Combined Value in IoT
- ☐ Live Demonstration
- ☐ Q&A

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New Technology Model

Fast innovation
Multitenant cloud

Rapid customization
Scalable metadata platform

Most trusted enterprise cloud
Security | Availability | Performance



New Business Model

Subscription pricing
Customer Success Group
Broad ecosystem and
community

Customer at the Center

CUSTOMER SUCCESS PLATFORM FOR MANUFACTURING



A REAL-TIME 360° CUSTOMER PROFILE



CRM Data from
Salesforce

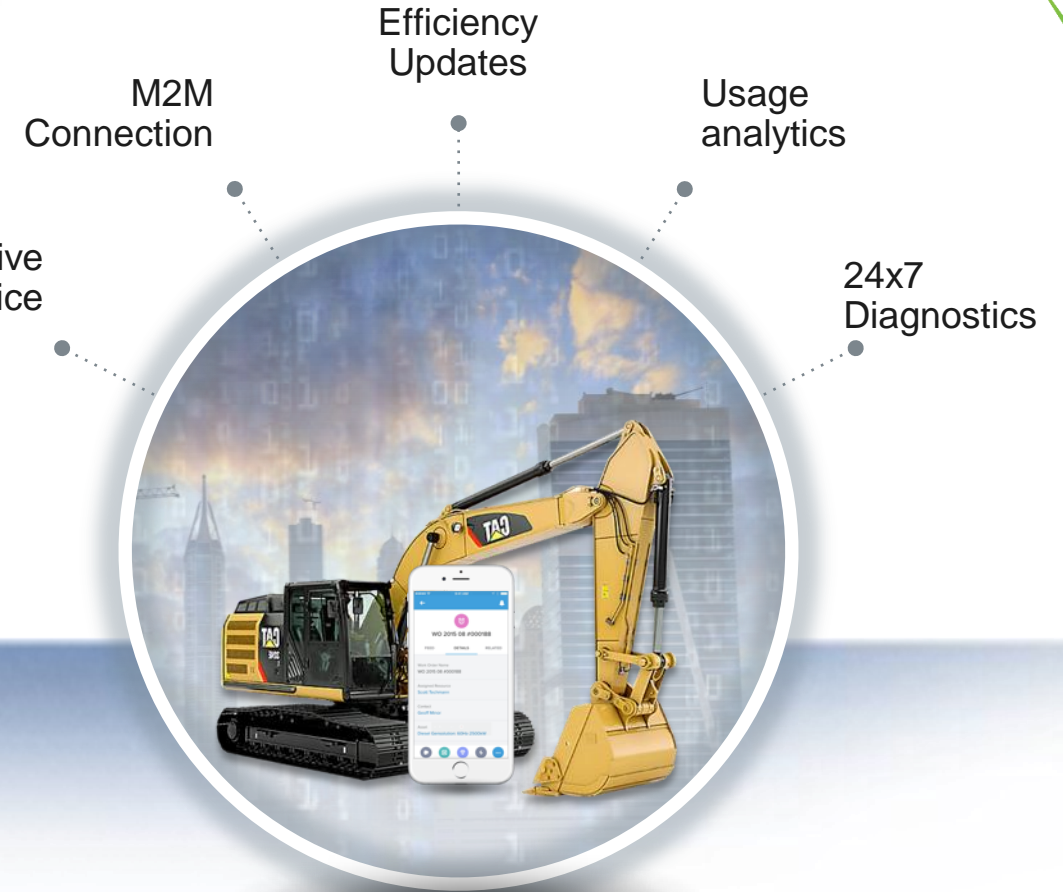
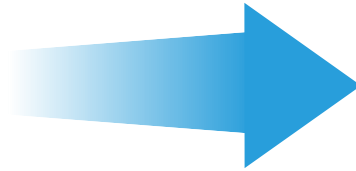


CONNECTIVITY REVOLUTION: MASSIVE OPPORTUNITY TO DISRUPT



Product

Slow growth, cost pressures & commoditization



Product + Digital Engagement

Recurring revenue, higher margins & innovative business models

BROADER MARKETS ARE BEING TRANSFORMED BY IOT



Energy & Mining

Environmental monitoring
and resource discovery



Power & Utilities

Smart meters and
intelligent power grids



Industrial

Manufacturing monitoring
and control



Automotive

Automotive connectivity,
self driving cars and
automotive maintenance



Hospitality

Deeper guest insight and
improved customer
experience



Healthcare

Patient and medical
equipment monitoring
and alerting



Retail

Inventory and supply
chain monitoring and
predictive analytics



Entertainment

Novel user engagement
with media and content



Technology

Manufacturing monitoring
and predictive
maintenance

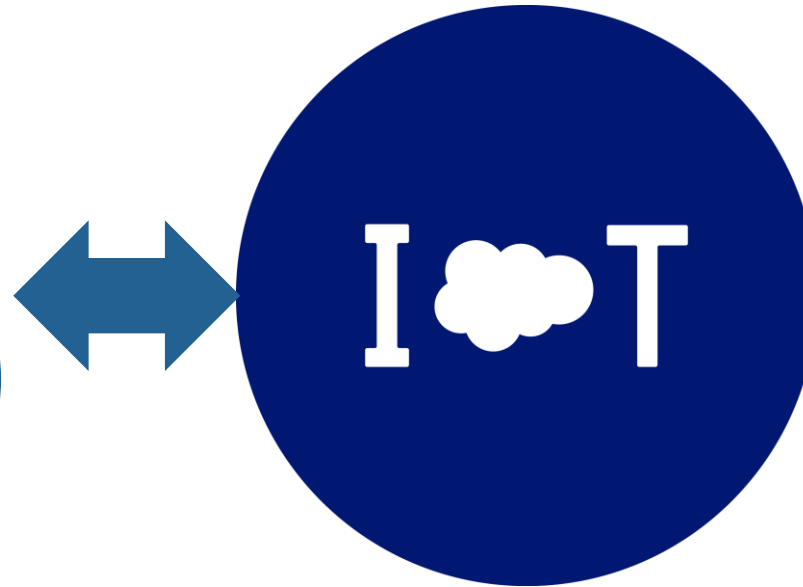


Financial Services

Usage based automotive
insurance models

HOW DO WE MAKE IOT DATA ACTIONABLE?

Device and Apps Data



Salesforce IoT Cloud

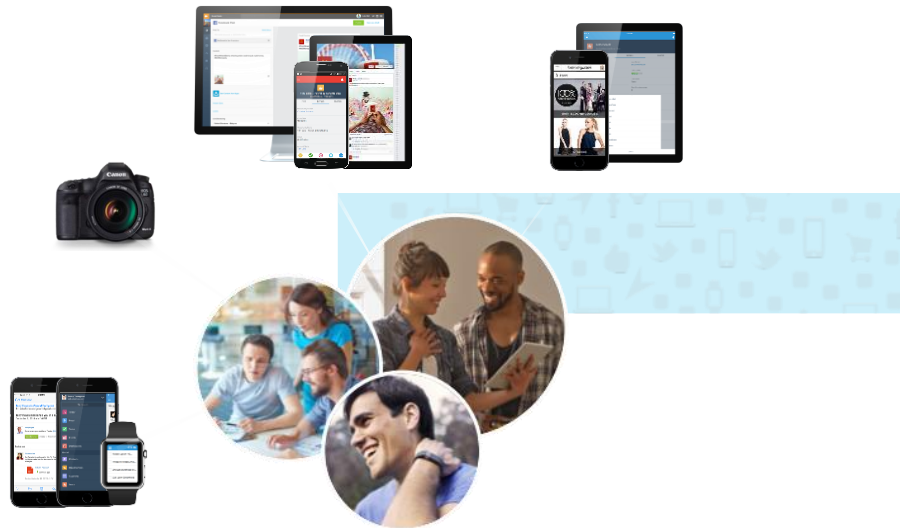
Real-time 360° customer profile



Customer Success Platform
from Salesforce

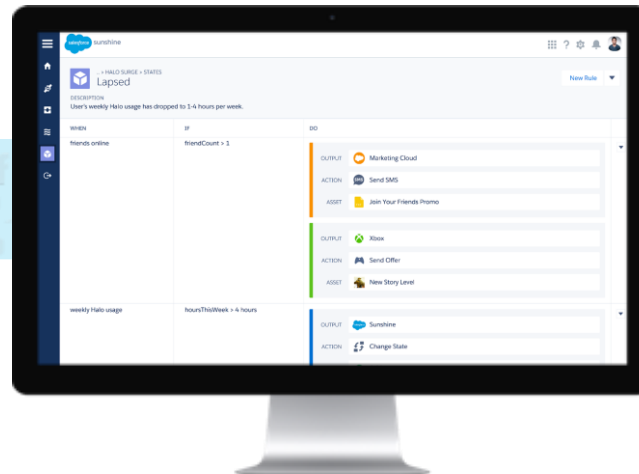
HOW DOES THE IoT CLOUD WORK?

Listen to the world
at IoT scale



Ingest billions of events a day
from devices, web, phones,
social, and more

Trigger actions with
real-time rules



Simple, intuitive tools for
business users to describe
engagement rules

1:1 proactive engagement
through Salesforce



3RD Party Systems

Automatic integration to
salesforce to take action
in any cloud

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- ☐ Q&A

What's ThingWorx?

ThingWorx is the only **enterprise-ready** technology platform that enables innovators to **rapidly develop and deploy** smart, connected solutions for the **Internet of Things**.

The platform contains the most **complete set of integrated IoT-specific development tools and capabilities** making solution development simple, time-to-market fast and end-user solution more compelling.



Customers

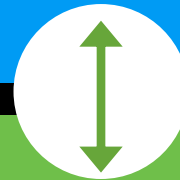


Employees



Partners

Applications, Solutions & Business Systems

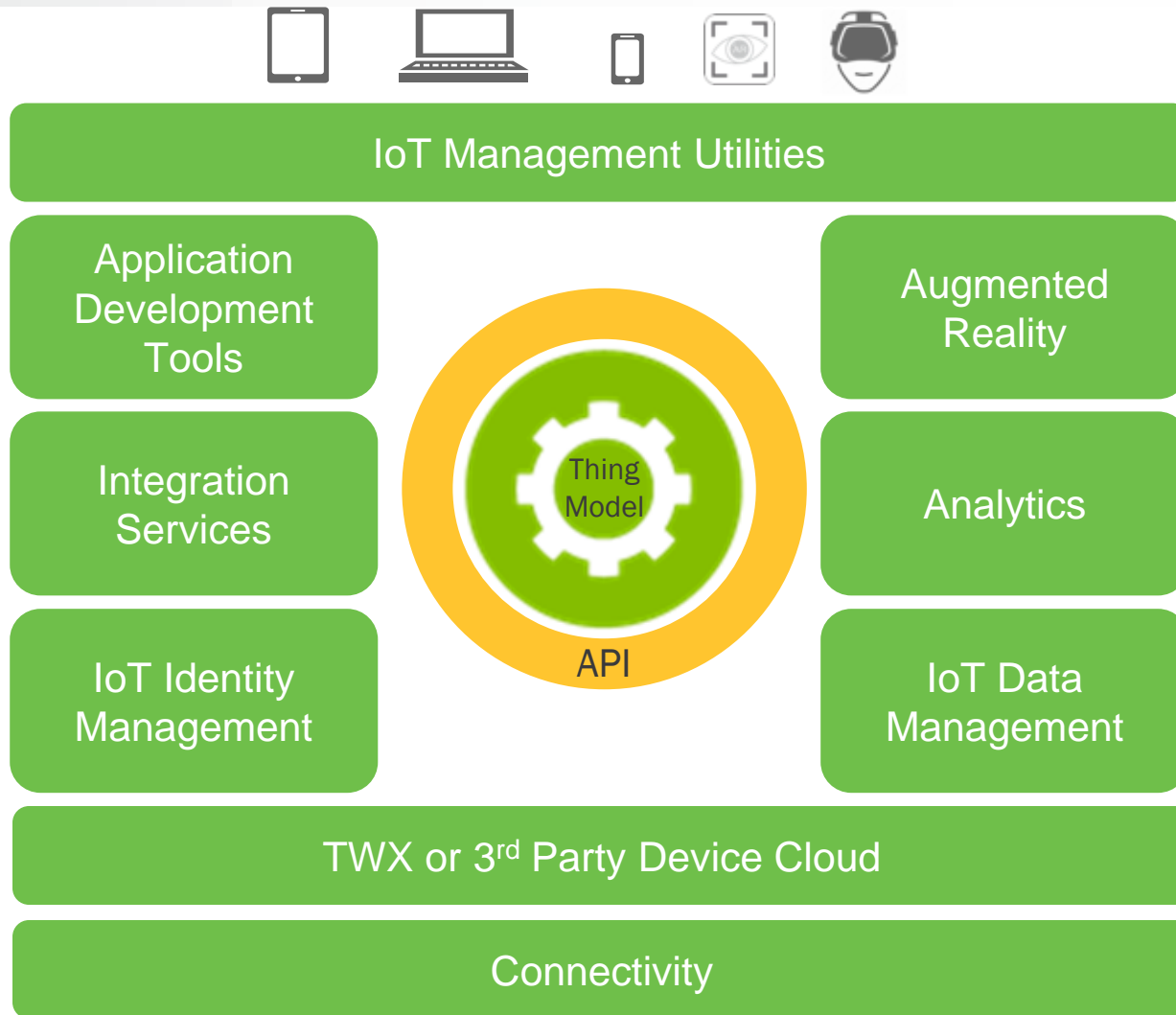


ThingWorx™
A PTC® Business

Connect | Analyze | Create | Experience



THE THING MODEL



The Thing Model is at the heart of the ThingWorx Platform.

- Complete digital representation of a physical “thing”
- Dynamic: services and events include the business logic of the “thing”.
- Creates a dynamic API for each “thing”
- Enables quick & consistent development across the platform
- More than just a database

Connect

Analyze

Create

Experience

CONNECT “THINGS”

Quickly connect virtually any device in your IoT ecosystem to ThingWorx.

- Edge Agents
- Protocol Adapters
- Native Device Cloud
- 3rd Party Device Cloud Support
- Application APIs
- Kepware Industrial Connectivity

Connect

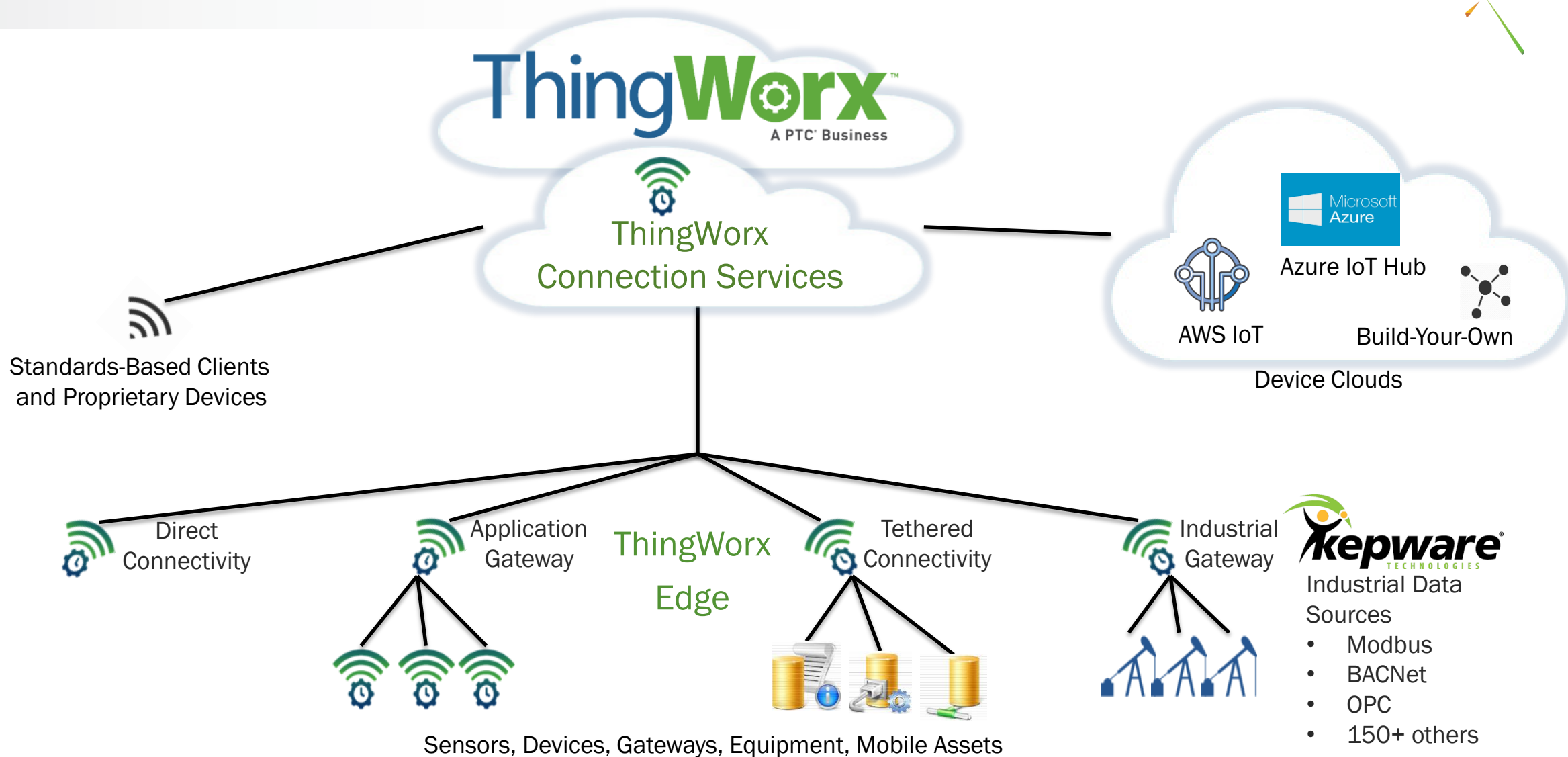
Analyze

Create

Experience



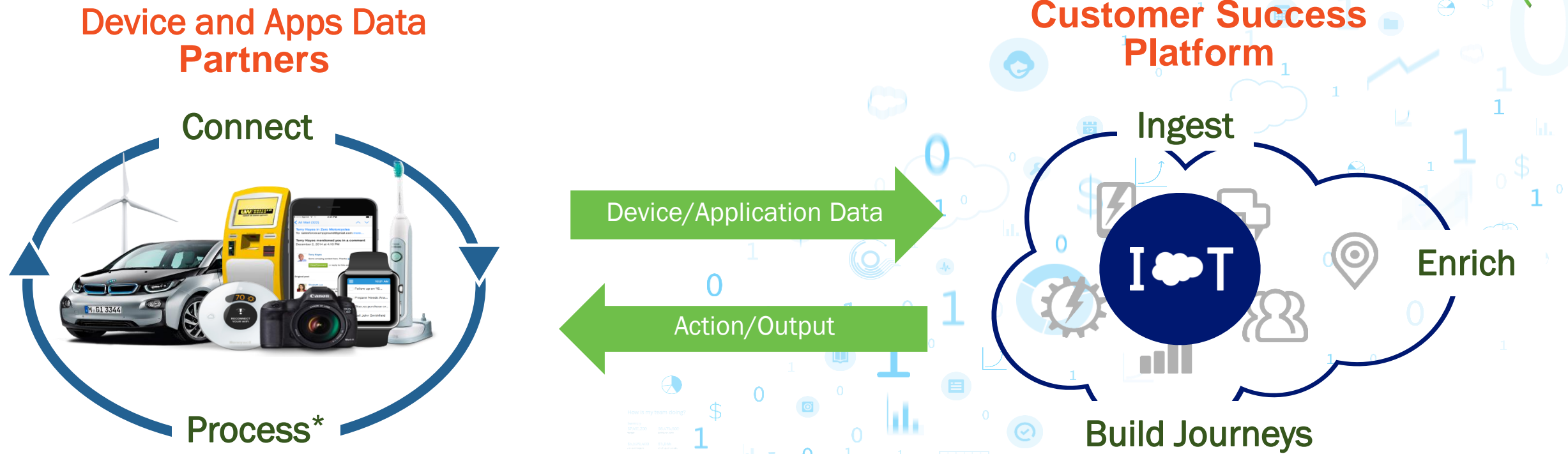
THINGWORX SUPPORTS ANY CONNECTIVITY SCENARIO



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PTC & SALESFORCE DATA FUELS THE IoT CLOUD

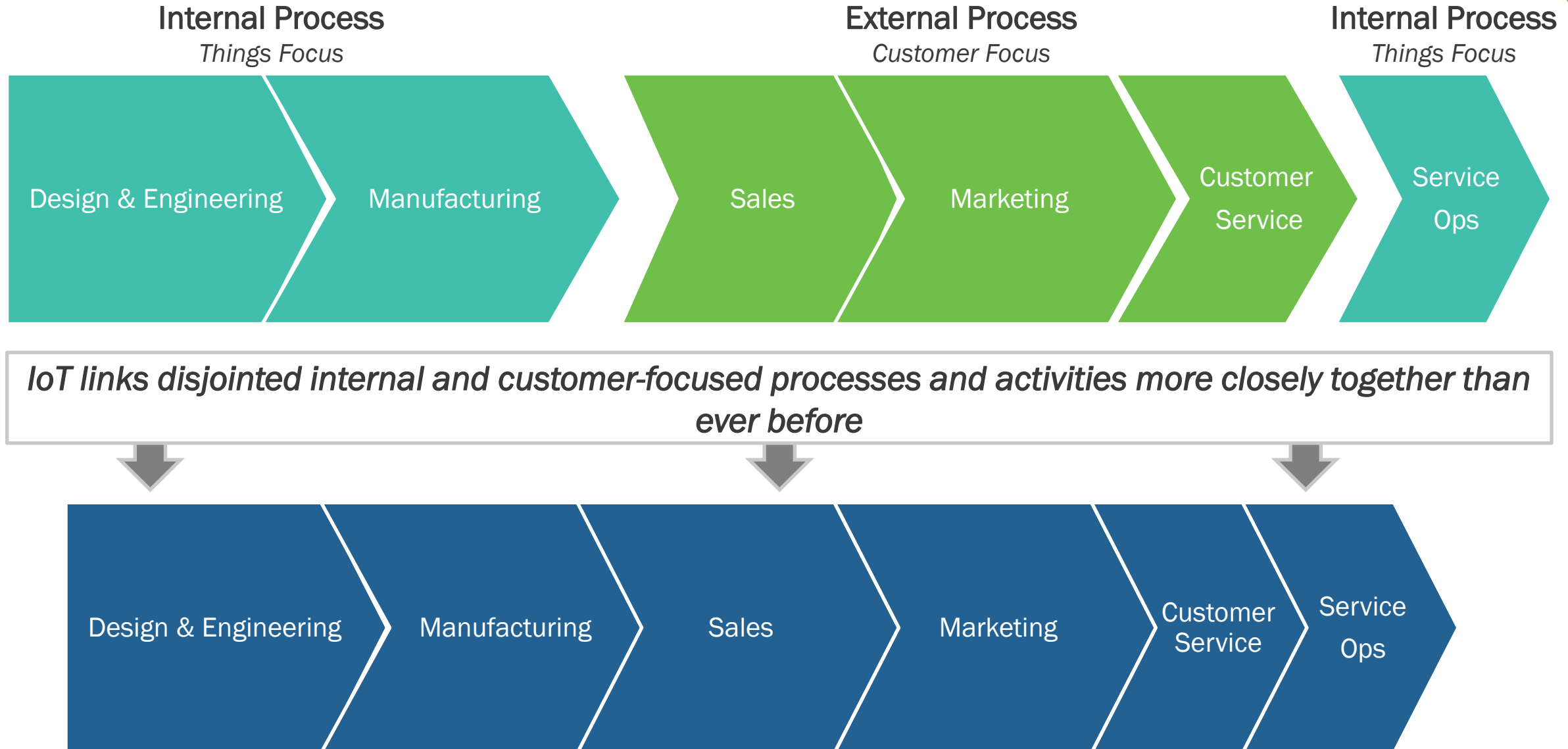


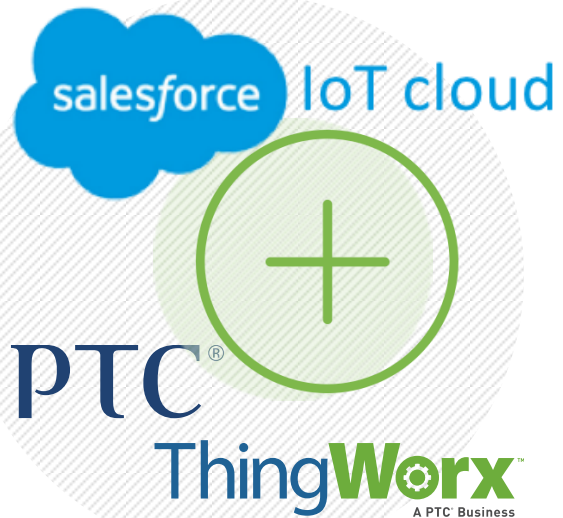
Product Centric

Customer Centric

* Monitor, Control, Optimize, ...

COORDINATING COMPANY ACTIVITIES AND PROCESSES





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



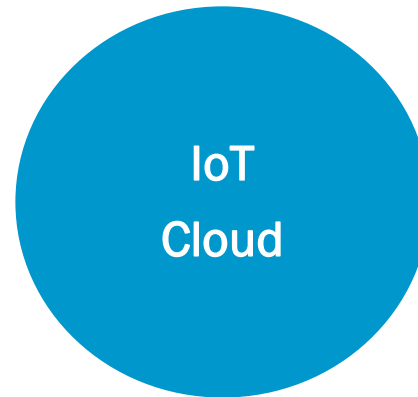
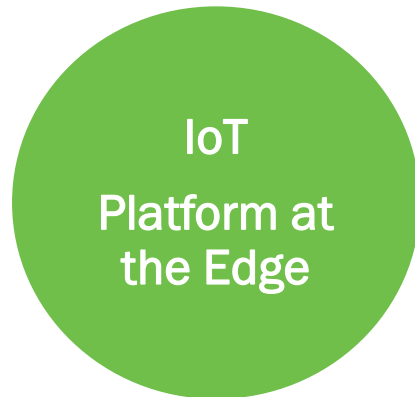
- Reduce customer support call times
- Higher first-time fix rate
- Data-driven customer support

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

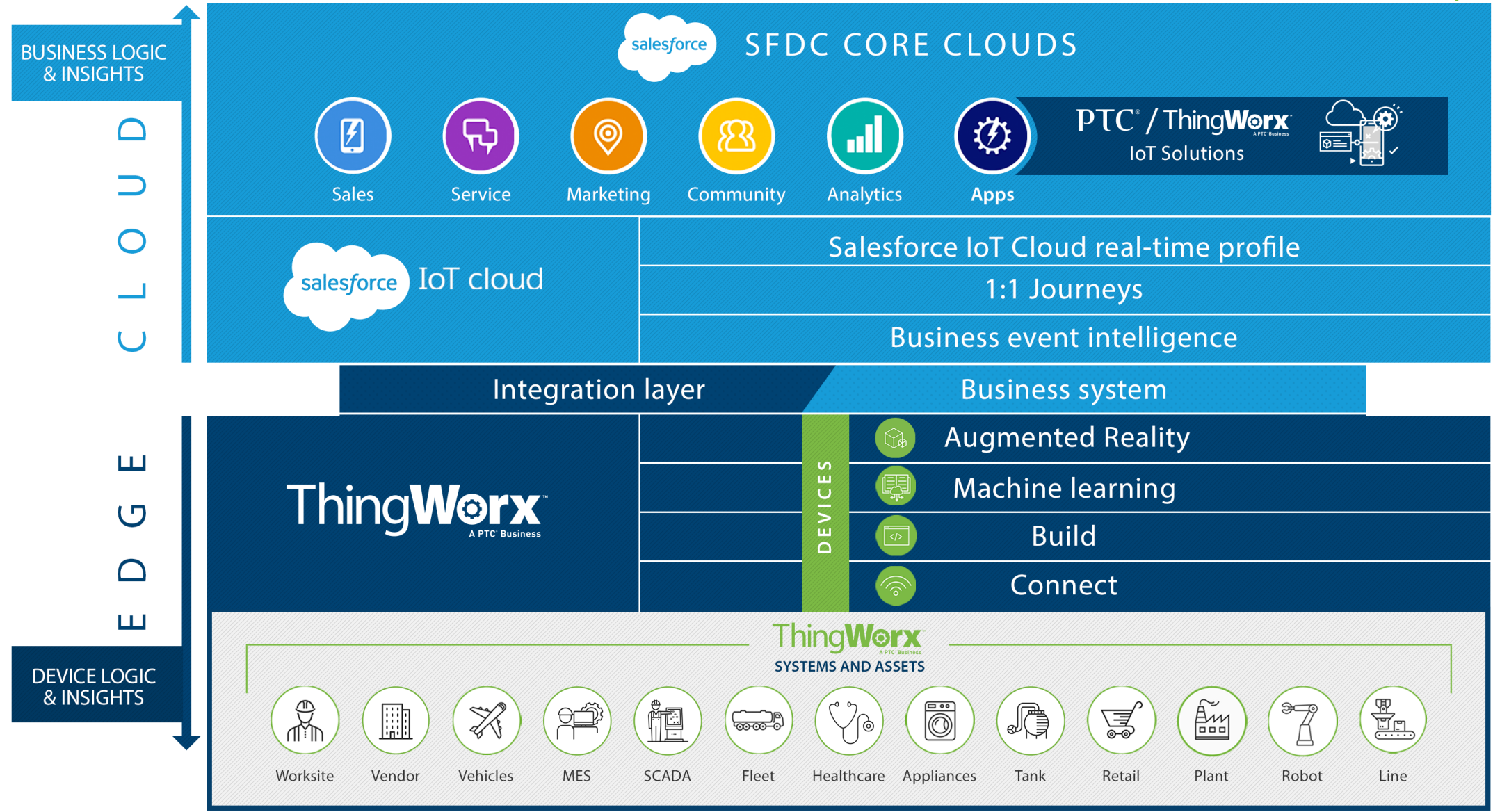
Customers

- Sales
- Marketing
- Community
- Support

Joint Value

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

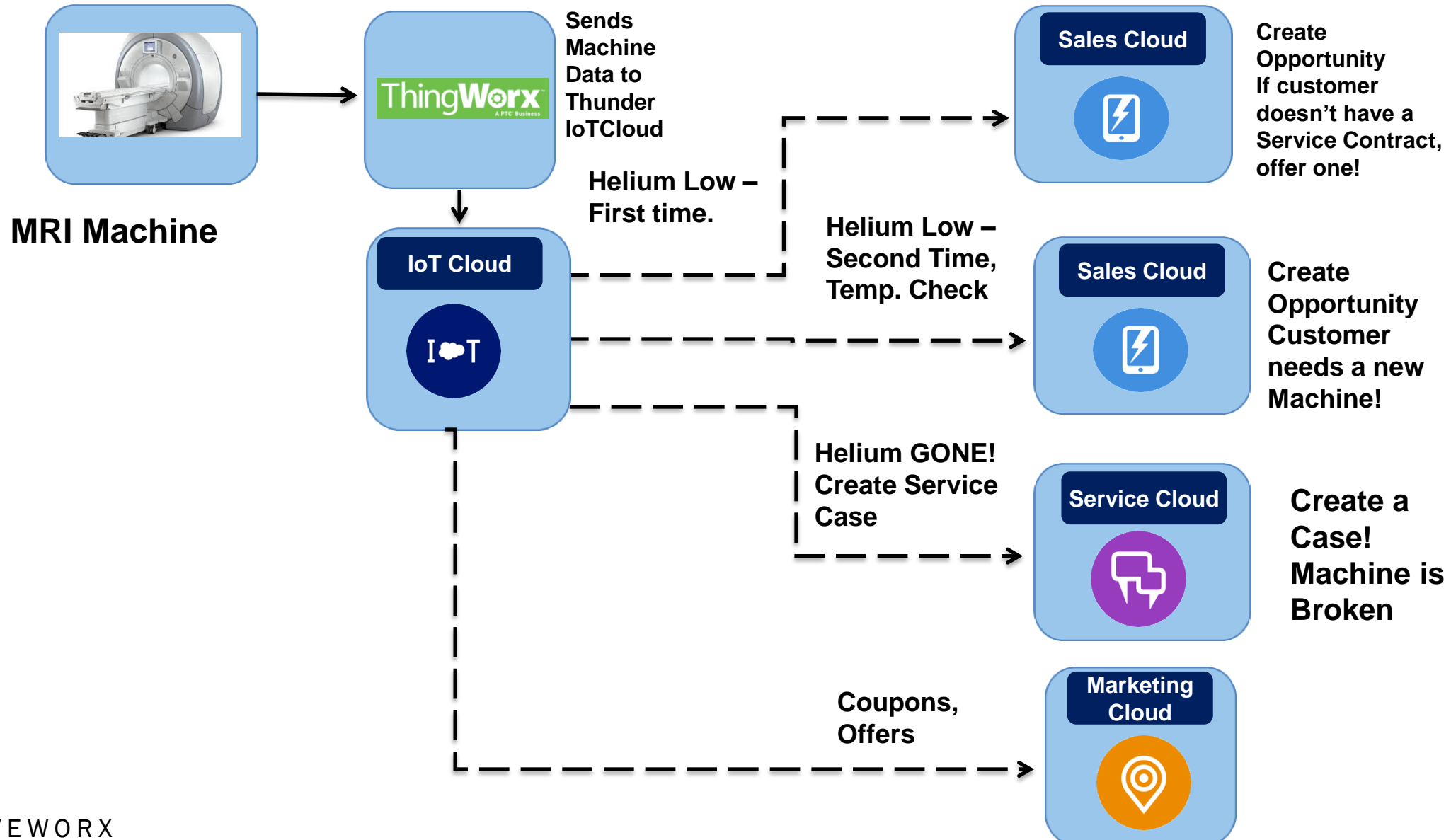
PTC & SALESFORCE INTEGRATED ARCHITECTURE



SALESFORCE IOT CLOUD SHOWCASE

- ☐ The IoT Challenge
- ☐ Salesforce IoT Cloud
- ☐ ThingWorx IoT Platform
- ☐ Our Joint Solution
- ☒ Live Demonstration
- ☐ Q&A

DEMO FLOW



LIVE DEMO

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Status

- Salesforce and PTC are partnering to deliver IoT solutions
- Salesforce and PTC currently working with joint customers that have use cases for ThingWorx connectivity to the Salesforce IoT Cloud
- Additional Live Demo of PTC using the Salesforce IoT Cloud for Customer Service in the #LiveWorx Xtropolis PTC Support area

Call to Action

- If you are interested in learning more about the Salesforce IoT Cloud contact: cisaacs@salesforce.com
- Any questions regarding PTC products and Salesforce integration please email: Sfdc@ptc.com

A collection of colorful geometric shapes, including triangles and lines in shades of blue, green, yellow, and purple, scattered across the background.

LIVE WORX16™

TAKE A FRESH LOOK AT THINGS

liveworx.com