

AI-powered enterprise modernization

IBM and Salesforce transform your front-office and back-office processes to get you closer to customer



Highlights

Improves the customer experience by delivering customized services and prompt problem resolution

Enhances operational efficiency through seamless data transfer between front-office and back-office systems

Streamlines sales, service and marketing processes with real-time data synchronization

Produces actionable organizational insights that can translate to improved enterprise performance

When crucial data is siloed and unsynchronized, it becomes difficult to make well-informed decisions at the speed of business. That's why integrating systems is so important. It fosters swift decision-making through real-time access to vital data streams and, ultimately, helps complex organizations bolster operational effectiveness and improve the customer experience.

IBM Consulting® and Salesforce have collaborated to deliver an AI-powered enterprise modernization solution to help organizations address their enterprise-data and workflow challenges head-on, helping boost customer acquisition, engagement and retention. Incorporating technology, such as Salesforce Data Cloud, Salesforce Einstein 1 Platform and IBM watsonx™, the solution is designed to amplify the effectiveness of back-office systems, such as SAP, Oracle and others. In addition, it provides a single source of truth concerning customer relationships, which can empower organizations to deliver highly customized experiences throughout the entire buyer journey.

The AI-powered enterprise modernization solution from IBM Consulting and Salesforce has four key benefits:

Improves the customer experience

Merging Salesforce's extensive understanding of customer interactions with an ERP's control over back-end procedures creates a holistic perspective of customer data. That data is then augmented by AI, empowering businesses to deliver customized services and prompt problem resolutions—the recipe for delighting customers.

Enhances operational efficiency

Using Salesforce's automation tools alongside ERP functionalities helps streamline workflows and eliminate manual chores. Equipped with a modular approach to use-case extension, Salesforce can adapt to evolving commercial requirements. The platform's flexible nature permits hassle-free adjustments according to shifting company priorities and market changes, fostering sustainable expansion and longevity.



Syncs data in real time

Facilitating the seamless data transfer between front-office and back-office systems paves the way for faster decision-making—for systems and the people who use them. Accessible real-time data about inventory, order status and customer accounts, for example, contributes to diminished total cost of ownership (TCO) and expedited return on investment (ROI).

Turns insights into action and results

Blending Salesforce's CRM data with back-office operative intelligence yields thorough organizational insights for sales, marketing and customer service. AI-assisted evaluation can lead to the formulation of a superior tactical strategy and achievement-tracking process, which often culminates in an upturn in general corporate performance indicators.

The AI-powered enterprise modernization solution from IBM Consulting and Salesforce focuses primarily on giving your company a competitive edge by providing:

- Personalized sales and marketing experiences
- Precision operations planning
- Best-of-breed commerce and field service execution
- Streamlined order administration
- Optimized lead-to-cash workflows

Successful use of the solution can help future-proof your organization.

Why IBM Consulting

An award-winning global systems integrator for over 24 years, we've achieved over 12,000 customer successes resulting in a 5-star customer satisfaction score. We employ over 5,900 seasoned industry professionals and have attained the Expert Partner Navigator ranking in energy, with specializations in utilities and oil and gas. Our IBM Garage™ methodology helps solve clients' most complex business challenges, and we offer over 150 prebuilt applications, accelerators and intelligent workflows that enhance functionality and accelerate time to market. We also have a heritage of market-changing innovations built on the Salesforce platform.

Reach out to your IBM Consulting advisor for more details.

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Armonk, NY 10504

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