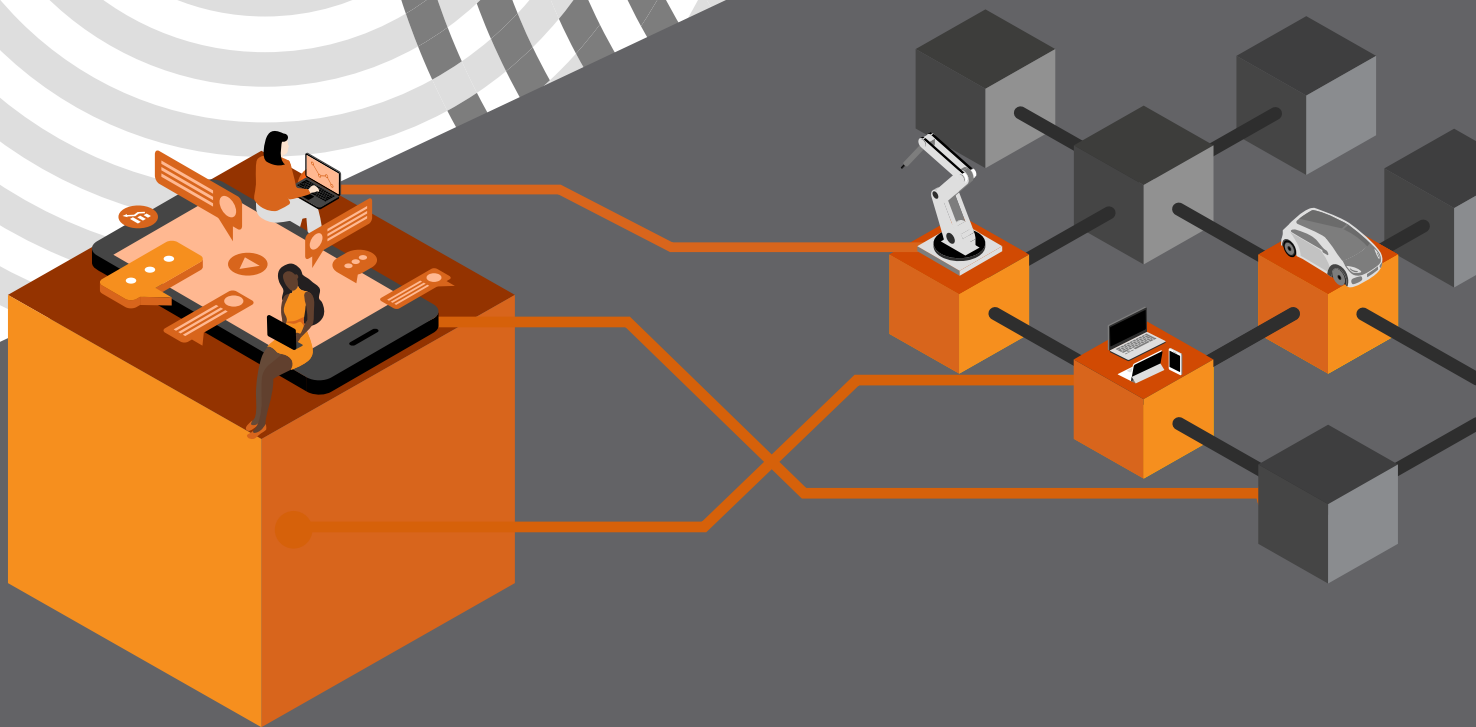


Customer Centric Transformation

Customer Centric Internet of Things



Connecting Internet of Things with Customers



Customer Centric Transformation

Customer Centric Internet of Things

Why

Do your employees only react to problems instead of proactively working on solutions?

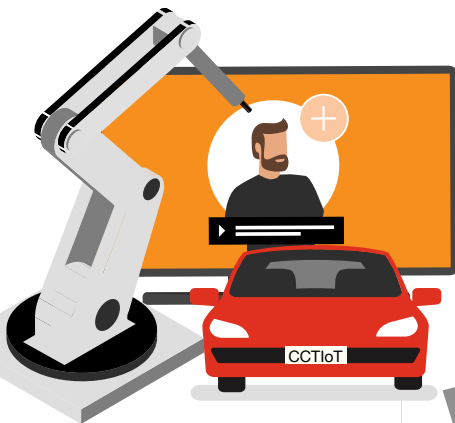
Do you know the status of your products at the customer side?

Do you have no standardization of IoT use cases for CRM?

The Divide

Do you have siloed data within IoT platforms?

Do your stakeholders have different expectations towards IoT?



Internet of Things



Customer Engagement

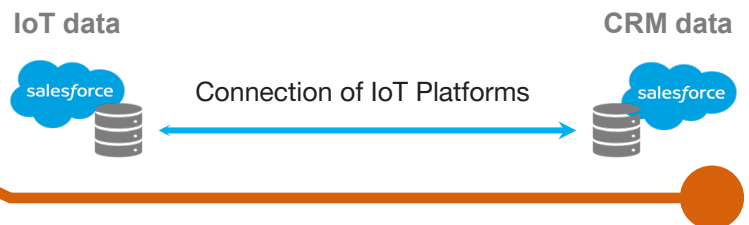
Connect IoT and CRM data

Unleash your IoT potential

How

Often customer journeys don't offer a true end2end experience from device to engagement as IoT and CRM world are not connected.

In order to bridge the divide, we combine your data lakes of CRM and IoT. What are our upcoming next steps for Customer-Centric IoT?



Align

- Analyze as-is state of IoT and CRM initiatives with key stakeholders
- Define, evaluate and score connected use cases of IoT and CRM technologies
- Develop solution blueprint and roadmap
- Leverage the PwC IoT & CRM experience from other customers



Evolve

- Continue to enhance use cases and introduce new functionality
- Gather feedback from production usage of the CCIoT solution
- Plan the next innovation and development cycles

Innovate

- Define functional and technical requirements
- Constantly refine them in an agile manner
- Document requirements for the CRM & IoT use cases

Release

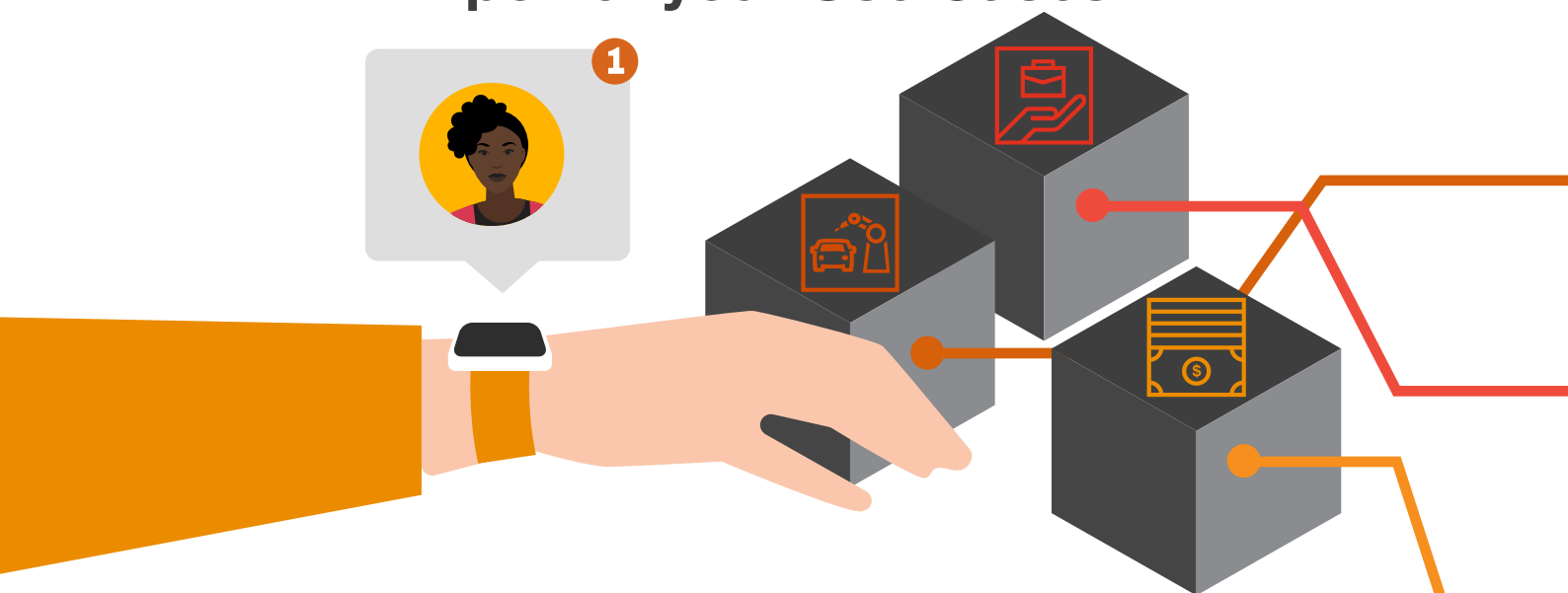
- Prepare the CCIoT solution for go-live with System Integration Testing and User Acceptance Testing
- Implement use cases with the world's leading CRM solution Salesforce
- Prepare cut-over activities as well as change and enablement activities

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What

Empower your Use Cases



Accelerate your Customer Centric IoT

PwC's Salesforce Customer Centric IoT Accelerator provides an installable package to kickstart ideation and implementation of CRM & IoT use cases and journeys - focusing on the outcome and delivering results in a fast and standardized way.

Based on the leading CRM solution Salesforce PwC developed an accelerating covering the most common system requirements derived from 1.000+ Salesforce projects and the extensive industry knowledge.

Pre-Built Data
Model for IoT



Standard Interface
to consume
machine data



E2E processes
based on



Use Cases

PwC Customer Centric IoT (CCIoT) connects your assets and machines with your customer's journey in Aftersales / Service and enables "As-a-service" business models

Asset Management

- Capture the devices your customers use
- Gain insights with near real-time information on location, status and usage

Predictive Service

- Detect issues with customers' devices either remotely or onsite
- Solve performance degradation of machines on your or your customer's shopfloor before they become an issue for your production
- Resolve within one integrated service experience (Salesforce case flow)

Pay per use / as a service

- As customers' expectations are shifting towards an on-demand, pay-per-use model within the CRM the visibility on status, usage and invoicing details needs to be available.
- Transform the business model from building and shipping or leasing to a pay per use or as-a-service model



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Contact



Michael Graf
Lead Customer Centric Transformation
+49 151 11135371
michael.graf@pwc.com



Christian Klein
Customer Centric Transformation | Product Owner CCIoT
+49 1515 1777538
christian.walter.klein@pwc.com



<https://www.pwc.de/de/im-fokus/customer-centric-transformation.html>

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