

Integrating people, systems and smart things

# Machine to Cloud



## Extend Your Reach

Many of the business benefits of the Internet of Things (IoT) are lost if you cannot capture and act on the abundant data created by connected products and smart things. Countless machine events and customer interactions are waiting in the Cloud to be analyzed. This information can be used to improve service efficiency, equipment uptime and performance, as well as customer loyalty.

Our M2Cloud solution and experience extends the power of Salesforce by integrating it with ThingWorx's powerful IoT platform. We reduce the time, costs, and risks associated with delivering connected cloud, mobile, and social applications.

- Deliver end-to-end IoT solutions from the edge to Salesforce
- Automate real-time actions in Salesforce based on device data from ThingWorx
- Unify device and customer data

By unifying ThingWorx and Salesforce, businesses can now rapidly create connected apps, leveraging connectivity solutions from smart products and devices to business systems in the cloud supporting customers, partners and employees. M2Cloud harnesses the power of Salesforce to build and apply customer context, and take proactive and precise actions.



**EXTEND  
BUSINESS  
PROCESSES**



**CULTIVATE  
RELATIONSHIPS**



**IMPROVE SERVICE  
LEVELS**

**Acumen Solutions Delivers Exceptional Customer Experience and ROI through ThingWorx and Salesforce.**

### Transform Service to Drive Customer Loyalty

Capturing and analyzing key data from IoT enables proactive equipment maintenance, predictive failure insight, and an automation of service processes from the edge all the way to employees, partners, and customers through Salesforce Service Cloud, Field Service Lightning, and Communities Cloud

### Engage with Customers in New Ways

Engage with customers directly through connected products for marketing purposes. Leverage device data combined with customer profiles for real-time personalized engagement leveraging the Salesforce Marketing Cloud and ThingWorx's IoT platform. Target offers based on customer behaviors and device performance.

### Drive New Revenue

Automatically create sales opportunities in Salesforce Sales Cloud for sales agent to follow-up on based on customer and device insights. Enable new business models with the IoT and automatically invoice customers from Salesforce with SteelBrick Billing.

### Gain Deep Business Insights

Leverage ThingWorx Analytics for machine learning and predictive intelligence to better understand device performance. Utilize Salesforce Wave Analytics to combine customer intelligence with IoT data for deep real-time insights and informed business decisions.

## Transformative Solutions



**Salesforce** provides the Customer Success Platform to enable real-time marketing, sales, and service actions from the IoT because behind every smart “thing” is a customer.

From automated cases and work orders, to device-driven sales opportunities, to real-time engagement marketing, Salesforce provides the business engine to enable the IoT.



**ThingWorx** is an IoT software platform that builds and runs applications of smart, connected products. Owned by PTC, ThingWorx helps companies

securely and reliably connect their device ecosystem, analyze their “things,” and rapidly build and deploy enterprise-ready IoT applications.

## Connect in New Ways

*IoT data is meaningless until you can combine and analyze the information within a customer context and enable the ability to act in a precise and timely manner on insights gathered. Dramatically improve business processes, the organization, and the customer experience like never before.*



**PERSONALIZE CUSTOMER ENGAGEMENT**



**AUTOMATE SERVICE PROCESSES**



**ENABLE NEW REVENUE STREAMS**

## M2Cloud is Ideal For

- Medical Devices
- Hi-Tech Equipment
- Transportation
- Energy
- Industrial Equipment
- Smart Buildings and Homes
- Consumer Devices

## Who We Are and What We Do

Clients choose Acumen Solutions for one simple reason: our experience delivers success. Joining forces with our clients, our teams of strategists, subject matter experts, and engineers solve problems that can't be fixed by technology alone. We are a Salesforce Global Alliance Partner with exceptional customer satisfaction ratings in the Fortune 500 and public sector. Our clients achieve increased revenue, streamlined operations, and improved productivity, proving that our experience delivers success.