

Increase sales, renewals, and loyalty

Manufacturing



Increase Sales with Direct Insights

There are major trends disrupting manufacturing and automotive business models and creating opportunities for direct-to-buyer engagement and servitization.

- Engage Directly with Customers
- Engineer-to-Order Solutions
- Advanced Product Insights
- Remote Service Management for Connected Products

The value chain and business model of manufacturers are being transformed with the advent of mobile and cloud technologies. The shift from pure product manufacturers to “product and services” providers is a result of a transformation in the relationship between manufacturers and their customers. Manufacturers have the ability to engage directly with their customers through marketing.

Acumen Solutions helps manufacturing firms directly influence their customers’ buying decisions. We create a competitive advantage by implementing analytics, CRM solutions fully integrated with back-end ERP systems, and new business processes to determine customer preferences and behaviors based on data collected from sales, service, and connected products.

Manufacturing Offerings

Direct Customer Engagement



We help you to assemble and implement sophisticated customer profile building tools, lead management and nurture applications, and marketing campaign/promotion systems. We help you define and automate customer engagement and personalization across channels, so that you can understand how your end customers engage with your brand, as well as their behavioral decision criteria.

Engineer to Order



We help you automate your engineer-to-order process by integrating PLM with CRM, pricing, CPQ (configure, price quote), and CLM (contract life-cycle management) solutions. Our customers see dramatic results such as increased lead conversion, better quota attainment, bigger deals, a greater amount of quotes, and reduced interactions to close.

Advanced Product Insights



We help our customers mine the data they already have using analytics tools and technologies. In addition to traditional sources, we examine social posts, customer service cases, employee inputs, and IoT data to accelerate the product development team’s ability to respond to market inputs. Products become more relevant, which causes sales to increase.

Remote Service Management for Connected Products



We help implement analytics tools, IoT technologies, and business processes that allow manufacturers to change their service model from customer initiated to predictive. We capture known indicators for service and pro-actively initiate customer service actions to provide an unprecedented level of customer service while dramatically reducing downtime and service costs.

Industry Solutions



M2Cloud (Machine to Cloud) capitalizes on the explosion of smart “things”, and connects

people, systems, and products together to improve business processes and customer experiences. The solution leverages industry-leading platforms from Salesforce and PTC ThingWorx to reduce the time, costs and risks associated with delivering connected cloud, mobile and social applications.



Sales Forecasting allows businesses to report real-time budgets versus actuals, and model future forecasts

at any level of detail, to positively impact organizational performance.



SIFT (Smart Information Filtering Tool) enables your contact centers to act on the issues that matter to

your customers most, so you can focus on building lasting customer satisfaction and loyalty.

Reach End Customers to Increase Sales

In addition to managing complex partner, dealer, distributor networks, manufacturers need to engage end customers in their marketing, sales, and service efforts. Persistent connectivity, mobile, and cloud are driving manufacturers to move at the speed of thought and leverage this transformation to create differentiation and leadership.



BUILD BRAND LOYALTY



**UPSELL AND CROSS
SELL DIRECTLY TO
CONSUMERS**



**REDUCE EXCESS
INVENTORY THROUGH
BETTER SALES
FORECASTING**

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. As a Salesforce Global Strategic Alliance Partner, the Fortune 500 trust us to build solutions that grow revenue and strengthen customer relationships. Our groundbreaking solutions in the public sector streamline operations and improve productivity. We apply the same expertise to our unparalleled social responsibility program, generating sustainable impact across our local communities.