



AD VICTORIAM
SOLUTIONS

Salesforce. *Simplified.*



The Roadmap to Your
Digital Transformation

What You Need to Know and So Much More

Contents

Foreword	3
What is Digital Transformation?.....	4
Why is Digital Transformation Important and Why It Matters?	5
How Do Digital Innovations Relate to Digital Transformation?	5
Five-Steps to a Successful Digital Transformation	6
Today's Top Digital Strategies	8
Digital Transformation for Manufacturers	10
Digital Transformation Solutions for Manufacturers	12
Ad Victoriam Manufacturing Customer Story.....	13
Digital Transformation for Healthcare	14
The Digital Transformation Solution for the Healthcare Industry.....	16
Ad Victoriam Healthcare Customer Story	17
Digital Transformation for Retail.....	18
Digital Transformation Solutions for the Retail Industry	20
Ad Victoriam Retail Customer Story	21
The Benefits of Digital Transformation	22
Final Thoughts.....	24
About Ad Victoriam Solutions	24
Resources	25

Foreword

Is your business ready for digital transformation? Do you have a digital transformation roadmap? Does it lay a solid foundation for a successful transition to your future digital business?

In order to succeed, start with a current assessment, identify gaps, then define the actions and resources required to fill those gaps along your journey.

In this ebook, among other important and relevant information, we are going to cover five main areas that will help you achieve your digital transformation:

- What is Digital Transformation?
- Today's Top Digital Innovations
- Digital Transformation in the Manufacturing, Healthcare, and Retail Industries
- Five-Steps to a Successful Digital Transformation
- The Benefits of Digital Transformation

"Every digital transformation is going to begin and end with the customer, and I can see that in the minds of every CEO I talk to."

MARC BENIOFF,
CHAIRMAN AND CEO,
SALESFORCE

What is Digital Transformation?

Digital transformation refers to the integration of digital technologies into every facet of today's businesses, fundamentally changing the way businesses function on a day-to-day basis and how they deliver excellent customer experiences. It also creates cultural changes within companies to always challenge the status quo, experiment to find the right fit, and never be afraid of failure.

In the world of cloud computing, digital transformation's goal is to reduce the reliance on user hardware while increasing reliance on subscription-based cloud services.

Building your 21st-century business using sticky notes and spreadsheets just won't work anymore. It's imperative to think, plan, and build on your business's future digitally, so you can become more agile, flexible, and be well-positioned for growth.

As more companies begin down their road toward digital transformation, they are, first, taking a step back to ask whether they are really doing the right things. We hope to help guide you through your journey.

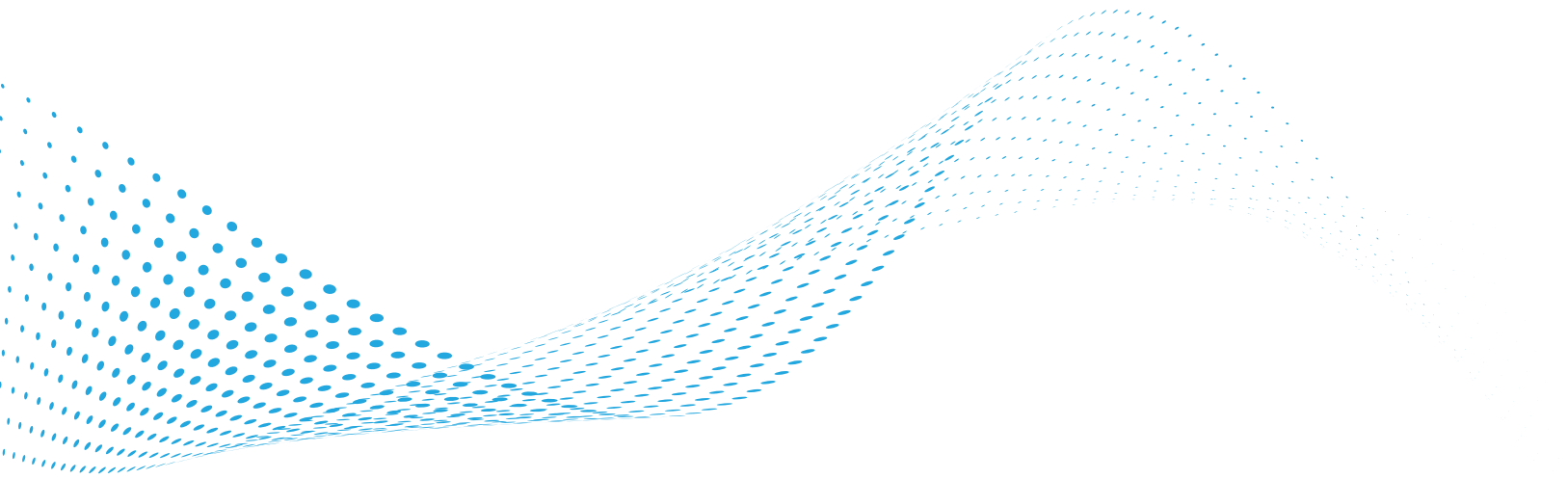


Why is Digital Transformation Important and Why It Matters?

Digital transformation is widespread—it's not new, and it's not going away.

As a matter of fact, in MuleSoft's 2020 Connectivity Benchmark Report, three-quarters of organizations predict that their revenue will go down if the digital transformation does not happen for them this year.

Engaging in the digital transformation journey is now the norm, and companies are seeing success. However, digital transformation for businesses is a challenge. It impacts not only industry structures and strategic positioning, but it affects all levels of an organization (every task, activity, process), and even its extended supply chain. Business leaders must constantly challenge their organizations to ensure this change can unlock productivity gains, significantly create a competitive advantage, and at the same time deliver an exceptional customer experience.



How Do Digital Innovations Relate to Digital Transformation?

Digital transformation is an ongoing process that transforms and improves business performance by changing the way a company thinks and operates. However, digital transformation isn't only about the technology you adopt, but also involves people, process, and portfolio.

Digital innovation is the spark of creativity that leads to the development of new technologies or innovative applications of existing digital technologies. Digital innovation is often the precursor to digital transformation.

And we are surrounded by digital innovation. Some of the latest innovative technologies include wearable devices, chatbots, the Internet of Things (IoT), artificial intelligence (AI), big data, and that's just the tip of the iceberg. The business application of these new-gen technologies includes, for example, an augmented reality-driven application that workers use to check the temperature of a piece of equipment to prevent machines from overheating or a healthcare company implementing AI to help better diagnose patients' ailments. Together, these and many more innovations like them are changing the way we do business, from every conceivable angle.

Five-Steps to a Successful Digital Transformation

A successful digital transformation adoption depends on having a sound strategy. Businesses that have successfully embraced digital transformation don't just adopt individual technologies to solve their individual problems. More often than not, they have a defined strategy with clear objectives to guide the transformation of their overall business.

What follows are five steps that, when mapped out and implemented properly, will help your team to develop a successful digital transformation strategy for your business that will reap benefits almost immediately.

Step One *What is Your Digital Transformation Objective?*

When adopting new technologies, there are missteps that businesses often make. First, they look to embrace technologies currently in use in other departments within their company, or even look to an application currently in use by a competitor. Second, they look to improve their capabilities without giving any thought to specific goals or problem areas that they want to be solved. So, in effect, they may still be spinning their wheels because it's not solving their current isolated and siloed company-wide technology issues, making it even more difficult to integrate and scale in the future.

The better way is to start by defining what you want your business to accomplish through digital transformation. Define what a successful digital transformation means for your overall business and for your customers. And make sure that includes what would make for better customer engagements and experiences. By establishing these objectives, your business can adopt the right technologies, keeping a clear focus on improving the overall business, instead of just individual processes. Not only does this help in developing a comprehensive strategy that involves and transforms the entire business, but it also avoids the siloed adoption of technologies, including disconnected legacy systems and unorganized databases.

Step Two *Design Your Customer and Employee Experience*

Now it's time to focus on designing the experience you envision for your customers and employees. Remember, a proper digital transformation prioritizes and values user experiences as much as it adds and introduces new functions and capabilities. So, instead of only focusing on the requirements of new solutions and the constraints of your current technologies, your business also needs to focus on the experiences you want to provide your end-users.

For this step, your overall transformation objectives should be mapped out as specific and detailed goals. These goals should include how a staff member's work can be streamlined via new software, applications, or functionalities. For customers, goals should be focused on things such as making a better shopping experience through your website or mobile app. And don't forget to include ways your staff members can better collaborate, engage, and interact not only with each other but with your customers through your new digital platforms and technologies.

Step Three *Evaluate Your Current Technologies*

This step will be a hard look at where you currently are and gives you an idea of where your business started in its journey and the gaps that need to be filled.

Take stock of your company's existing software, applications, and technologies. You have to determine, based on the objectives you established and the design you've created, which specific technologies need to stay active, upgraded, automated, or discontinued.

The goal in this step is to match the technologies with the outcomes they deliver and the problems they solve. This can help prioritize the technologies that will be updated in your digital transformation and align them with the objectives and the desired experience. It can also help determine the integration solutions your business needs to bring together siloed and disparate systems.

Step Four *Your Solutions and Partners*

This step is centered on assessing and selecting possible solutions to meet your established objectives, your desired staff and customer experiences, and filling in the gaps of your existing technologies.

If you don't have the internal capabilities to make your digital transformation upgrades and need to outsource your solution, this step's main requirement is that you complete a careful and thorough review of possible solutions and offerings from different vendors. In addition to the capabilities and functionalities of the solutions a vendor can offer, they should also have a proven track record and should be flexible to work with. The vendor also needs to be able to provide the necessary post-sales support without delay. It's not out of the question that problems could arise after the development and implementation of your chosen solution.

Step Five *The Implementation Timeline*

The final step in your digital transformation plan assembles the overall business objectives, desired experiences, existing technologies, and possible solutions together and consolidates them into an actionable plan. A digital transformation initiative takes time and resources, both human and financial, thus the reason it is often done in stages. It is critical to carefully plan when each action — such as a technology assessment or a vendor meeting — should be taken to ensure that human and capital resources are available.

Your implementation timeline will also give all stakeholders, from C-suite executives to staff members and customers, a much-needed heads-up to generate support for the digital transformation initiative while minimizing disruptions to your business operations. A digital transformation project, like any other business project, requires continuous support from every corner of the organization to ensure its success.

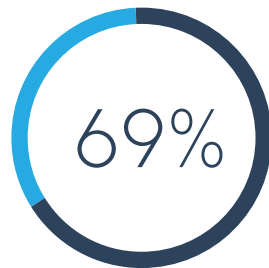
Finally, an implementation timeline provides your business with a benchmark it can use to compare actual results with planned results. It also aids the project leaders in managing and governing the project.

Today's Top Digital Strategies

Connecting the Consumer Experience

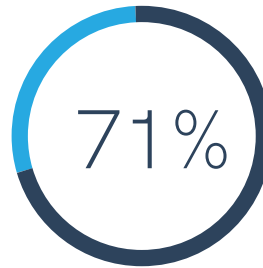
Businesses need a solution that delivers connected, personalized experiences for their consumers—from customers to partners to employees to developers.

Consumer Experience is at the core of digital transformation initiatives...



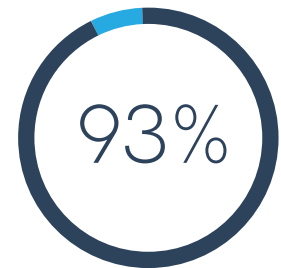
Consumers who say a disconnected customer experience would make them consider changing service providers

Source: MuleSoft



IT decision makers who report customer experience is a top goal of their digital transformation initiatives

Source: MuleSoft



Business leaders who say delivering a relevant and reliable customer experience will be critical to their company's overall business performance 2 years from now.

Source: Harvard Business Review

AI and Machine Learning

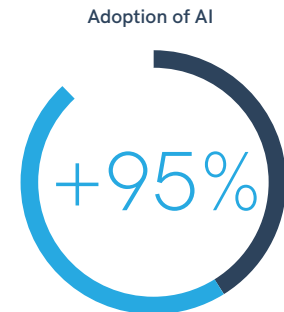
Investing in AI capabilities continues to increase. Businesses want to expedite and personalize customer service, reduce human bias, and increase productivity. They are learning that the value of AI and machine learning tools are dependent upon the data they are fed. They are continuing to develop a deeper understanding of AI and its impact on customer acquisition and retention.

Businesses are investing more each year in artificial intelligence



say artificial intelligence is a high priority

■ 37% | High
■ 40% | Moderate
■ 23% | Lo



projected two-year growth

■ 42% | Currently use
■ 40% | Plan to use within 2 years

Source: Salesforce

Digital Transformation for Manufacturers

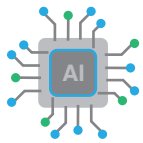


Digital transformation for the manufacturing industry is often referred to as Industry 4.0, which according to Forbes, “will take what was started in [Industry 3.0] with the adoption of computers and automation and enhance it with smart and autonomous systems fueled by data and machine learning.”

So, how are manufacturers responding to digital transformation in this Industry 4.0 era?

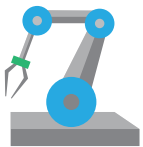
With data storage as affordable and flexible than ever, and advanced analytics and artificial intelligence, manufacturers have been given new abilities to draw insights from large amounts of data. In addition, advances in virtual and augmented reality, next-level interfaces, and advanced robotics are smart digital manufacturing technologies allowing manufacturers to connect physical assets that unleash an endless and seamless flow of data across every phase of their product life cycles, from design, sourcing, testing, and production to distribution, point of sale, and customer usage.

Some of the specific digital transformation trends for manufacturers to focus on now and in the future are centered around these six areas:



AI and Machine Learning

Today, “smart” factories with integrated IT systems are providing relevant data to both sides of the supply chain more easily, increasing production capacities by as much as 20 percent.



Robotic Automation

In today’s manufacturing world, robot automation offers useful capabilities that mimic many human actions such as memory and skills.

Robotic automation also offers manufacturers growing opportunities to save on costs, enhance production, and remain competitive. The return on investment can equal growth that not only increases profits but creates jobs for a community and savings for customers.



Speed and Efficiency Improvements

Automated technologies, such as robotic automation, are an internal part of improving speed and efficiencies for manufacturers. Specifically, manufacturers have the ability to optimize production workflows, inventory, and work in progress.



Data and Analytics

Information about supply, delivery, and customer support used to be difficult to find or cumbersome for manufacturers to work with. In the digital IoT era, that data is streamlined and collaboration-friendly, increasing accessibility for all stakeholders. Now production teams and consumers alike have grown accustomed to the immediacy and intuitiveness of IoT. They automatically expect the same from their own processes and products, requiring faster innovation from manufacturers.



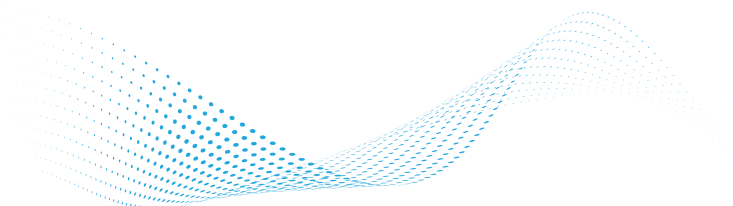
Virtual and Augmented Reality

Virtual Reality (VR) and Augmented Reality (AR) are technologies more and more manufacturers are initiating to make modifications and additions to their products during the product design stage. They can also use VR and AR to decrease inspection time and assist in detecting errors.



Wearable Devices

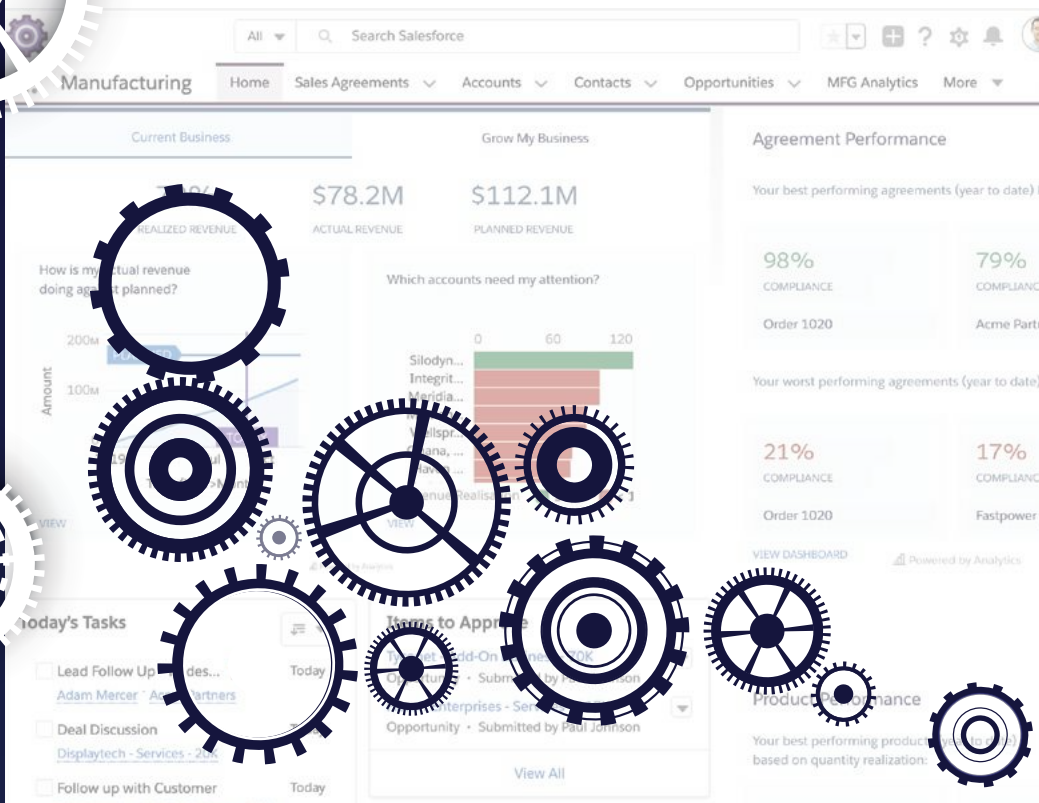
The rise of industrial IoT has spiked up the demand for wearable technology in the manufacturing industry. Manufacturers are increasingly looking at finding wearable devices with different sensors that can be used by the workers to increase efficiencies. Wearables, such as augmented reality helmets or glasses, and more are now an active part of the real-time, data-rich environment in today’s evolving manufacturing plants.



Digital Transformation Solutions for Manufacturers

Here are the areas that a Salesforce CRM solution can help manufacturers transform their businesses:

- > Relationship management data, predictive sales, and standardized sales process with Manufacturing Cloud™.
- > Customer engagement, claim management, and entitlement oversight with Service Cloud™.
- > Self-service customer portal with knowledge articles, order information, and claim status with Community Cloud™.
- > Field-based workforce optimization, dispatcher console, and work order management with Field Service Lightning™.
- > For today's companies looking to get ahead of the competition, Sales Cloud provides ample opportunities for bringing efficiency, effectiveness, and organization back into your sales pipeline.
- > B2B Commerce™ captures new customers, increases your buying power and makes it easier for customers to do business with you.
- > Product configuration, price book management, and automated quote generation with CPQ™.



Ad Victoriam Manufacturing Customer Story

Partner Returns for a Salesforce/MuleSoft Solution

The YANMAR America/Ad Victoriam partnership dates back to May 2017 when YANMAR, a recognized leader in the design and manufacturing of diesel engines and diesel-powered equipment, was referred to AdVic for their first project directly by Salesforce.

Previous Projects Recap

- > Designing custom Lightning components to simplify tasks and increase productivity.
- > Creating a seamless integration of existing legacy systems with Salesforce Sales and Service Clouds to synchronize data and processes to provide a comprehensive view of business performance.
- > A Salesforce Mobile implementation to accelerate sales fulfillment and improve customer satisfaction anywhere anytime.
- > Creating a custom-designed case resolution process and a methodology for converting cases into sales opportunities.
- > Refactored Salesforce CPQ for efficiencies and ease of use.

Recent Integration Project

The AdVic team's focus was a MuleSoft® API integration that helped pass Salesforce information to YANMAR's internal systems. It was centered around creating a Salesforce Community, whereby their distributors and dealers would have the ability to log into the Community and place online orders, process rebates, streamline and expedite their cases which transformed their customer satisfaction and relationships while increasing team productivity.

"This project has been 18 months in the making. It would not have been possible without the help of my colleagues at YANMAR America and our consultant, Ad Victoriam Solutions."

- Delaney Langston,

YANMAR Business Process Improvement Manager
and project lead

Digital Transformation for Healthcare



Here's a sobering statistic: Nationally, health spending is projected to reach \$6.0 trillion by 2027, and the healthcare industry is beginning to transform itself with technologies that offer patients better treatment with visual reality tools, wearable medical devices, telehealth, and the emerging 5G technology. In addition, healthcare professionals are learning how to streamline their workflows using the power of AI. Here's a look at how some of those technologies are helping patients.



Virtual Reality

VR technology is being used in today's healthcare industry not only to treat pain, but everything from anxiety to post-traumatic stress disorder, and stroke. It's a powerful communication channel that allows healthcare professionals to get a better sense of their patients' needs and virtually engage them with their products and services. Globally, spending on augmented and virtual reality in the healthcare industry is expected to reach \$5.1 billion by 2025.



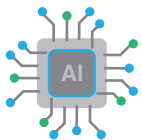
Wearable Devices

Probably the biggest digital transformation trend in healthcare is companies collecting health data from wearable technology. Patients nowadays are focusing on prevention and maintenance and want 24/7 information about their health.

As a result, the healthcare industry is responding by investing in wearable devices that have the ability to generate up-to-the-minute monitoring of a patients' health by using devices such as heart rate sensors, exercise trackers, sweat monitors (used by patients with diabetes to monitor their blood glucose levels), and oximeters, which can help COPD and asthma patients to monitor the amount of oxygen in their bloodstream.

And there are specific benefits for the healthcare industry to invest in products such as these, such as personalizing the healthcare experience and can create opportunities for patients to monitor their exercise and diet and nutrition goals.

And for the insurance sector of the healthcare industry, payers can also derive information from wearable devices to help them more accurately rate a patient's risk for illness. It can also provide an opportunity for incentives whereby patients who take preventative steps to improve their health can qualify for lower insurance premiums.



Artificial Intelligence

Predicted to save the healthcare industry \$150 billion dollars in the U.S. by 2026, CEOs are looking for ways to invest in AI for their health organizations. And more and more, patients are becoming familiar with AI-powered tools such as chatbots and virtual health assistants, as they can fill numerous roles from customer service representatives to diagnostics tools.

And in the pharmaceutical and biotech industries, companies are initiating machine learning algorithms to shorten their drug development cycles. That has been shown to slash early drug design timeframes from three years to one and generate a cost savings of 60 percent.



The Digital Transformation Solution for the Healthcare Industry

Salesforce builds on your deep expertise and leadership by providing the next-generation CRM platform for the healthcare industry, Salesforce Health Cloud, the most dynamic, healthcare-focused and consumer-centric customer experience. With it, whether you are a Provider, a Payer, in the Pharmaceutical or Medical Devices industries, you gain a 360-degree view of every patient, member, and healthcare customer.



Health Cloud for Providers

Did you know that more than 95 percent of hospitals and nearly 90 percent of office-based physicians have adopted an EHR system, according to the Healthcare Information and Management Systems Society (HIMSS)?

Specifically for Providers, Health Cloud allows you to focus on patient relationships, not records. Here's just some of what Health Cloud can do to deliver smart patient care:

- > Easily browse tasks and review all patient conversations. You have the ability to see patients with a clear priority of tasks that need attention. And you do all from the "Today" page.
- > Using "Patient Profiles," caregivers get a panoramic view of their patients, with rich, contextual EMR data, plus the ability to review a collaborative care timeline for a complete patient history view.
- > Wearable device data is integrated directly into Health Cloud. This makes relevant patient data - such as glucose levels and sleep data - at the ready.
- > View the patients' professional and personal care networks from a caregiver "team map." You can then immediately share information with a primary care physician without ever leaving the patient profile. A physician on the patient's care team can then respond quickly using any device.
- > Using Salesforce Communities, caregivers can communicate easily with patients. Send secure messages, pre- and post-visit surveys, and appointment reminders to their mobile devices. And using SOS with a two-way video chat, patients can ask questions and describe symptoms in real-time.



Health Cloud for Payers

For Payers, Health Cloud transforms your business operations with an insurance-specific data model that simplifies the integration of systems of record — including benefits, claims, and authorizations — into one place. This drives more productivity for service agents and clinical professionals. With all member information in a single dashboard, payers are able to work faster and smarter. In addition, they better understand each member's needs. And that includes whether they are in the call center or in the place of service, and from any device.



Health Cloud for Medical Device Companies

When it comes to embracing innovation, the medical device industry has always led the way. However, sales reps today still mostly rely on visiting doctors' offices in order to sell medical devices. These sales reps need more advanced tools to gain insight, track activities, close deals, and connect all points of the customer lifecycle.

That's where an integrated CRM - such as Salesforce's Health Cloud - comes in. More than just for forecasting and managing customer contacts, the Health Cloud platform securely connects all sources of data from existing systems to deliver a unified provider, patient, and partner experience on preferred channels. With a common 360-degree view, sales reps can proactively engage customers and patients who use their medical devices daily.



Health Cloud for Pharmaceutical Companies

Whether it's increased pressure in drug pricing or reimbursement constraints to the competitive impacts of mergers and acquisitions, it is imperative that pharmaceutical companies continue to drive innovation with both patients and customers.

An integrated CRM platform with a 360-degree view capability - such as Salesforce's Health Cloud - can offset these trends by increasing efficiencies through connecting supply chain, manufacturing, medical affairs, marketing, sales, and patient services. This ensures the experience that customers expect, gives patients the support they need, the productive tools employees want, and the trust and security that IT is responsible for, all from preferred customer and patient channels. The end result is that the Health Cloud platform unifies provider, patient, and partner information for a complete view of all business actions and actionable insights.

Ad Victoriam Healthcare Customer Story

Benevis

Benevis provides non-clinical services, including dental facilities, support staff, and other business services, to dental group practices.

AdVic Challenge

Client was utilizing disconnected systems to capture, manage and store company sales and marketing data. This resulted in duplication efforts, low data visibility and integrity, along with excessive manual processing. Client wanted a 360-degree view of leads and customers in a single, feature-rich platform.

AdVic Resolution

> *Single Platform*

Integration of sales and marketing data in a single platform captures the entire sales cycle and enables the Client to visualize and analyze comprehensive, real time data to make informed business decisions.

> *Data Governance*

Standardized, migrated and imported data from disparate systems into Salesforce as one unified data set. Decreased duplication efforts between teams enabling them to view accurate data, communicate and collaborate to close more leads, faster.

> *Opportunity Standardization*

Automation of date tracking for each opportunity stage entry and exit point provides clear visibility into each sales cycle stage timeline and overall process to evaluate team effectiveness.

> *Pardot Deployment*

Deployed Pardot marketing solution for tailored prospect tracking and engagement allowing for the creation and transmission of targeted messages for improved nurturing and lead qualification.

"Ad Victoriam is amazing! I've worked with this team on two separate instances, one was a full set up and most recently a series of projects to re-position, organize and add better functionality to an existing instance. I'll continue to use them for all of our Salesforce needs."

Stephanie Needham,
Benevis

Digital Transformation for Retail



Probably nowhere more than the retail industry is digital transformation the most prevalent - and needed - for sheer survival, based mostly on the need to respond to shoppers' expectations, bridging the gap between physical and online shopping experiences, and the way retailers' back-office processes are handled to become much more efficient.

So, as retailers look to attract more customers and build loyalty these are the areas they are concentrating mostly on for their digital transformations:



Creating an Omni-Channel Approach

Let's face it, technology has revolutionized the shopping experience from soup to nuts. Retailers must get crucial insights into consumer buying patterns, while also giving world-class customer service out-of-the-gate.



Supply Chain

Retailers are looking to their own suppliers to be more responsive to meet their - and their customers - demands as efficiently as possible.



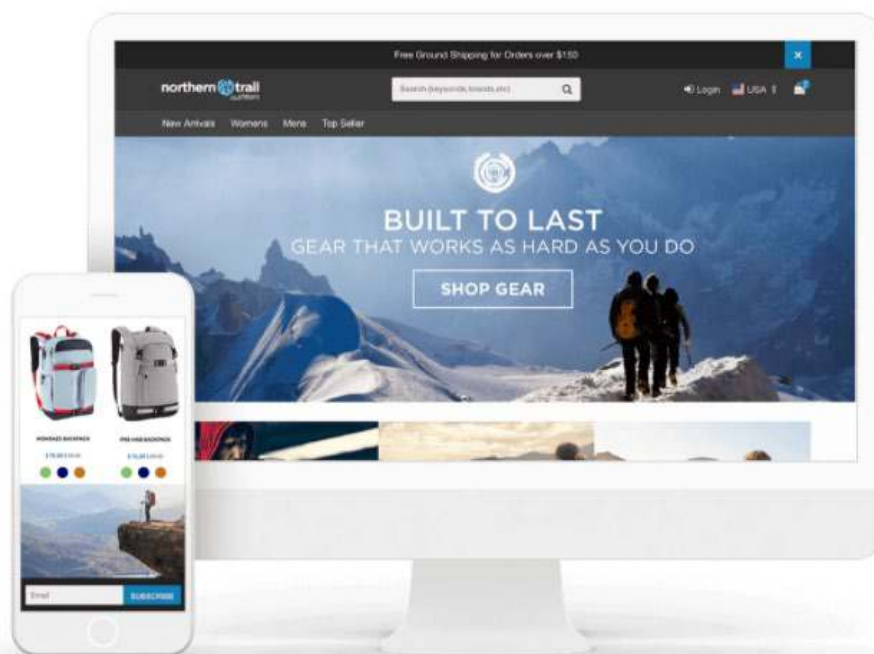
Sales Data

Collecting and analyzing sales data is the path toward improved customer experiences, including marketing to those consumers, and driving sales.



The In-Store Experience

The store experience, whether online or physical - must be a seamless and well-coordinated point of sale for customers. It's imperative that company staffers can track stock levels while also having the ability to initiate innovative ways to make the in-store shopping experience more convenient, satisfying, and exciting for the customer.



Digital Transformation Solutions for the Retail Industry

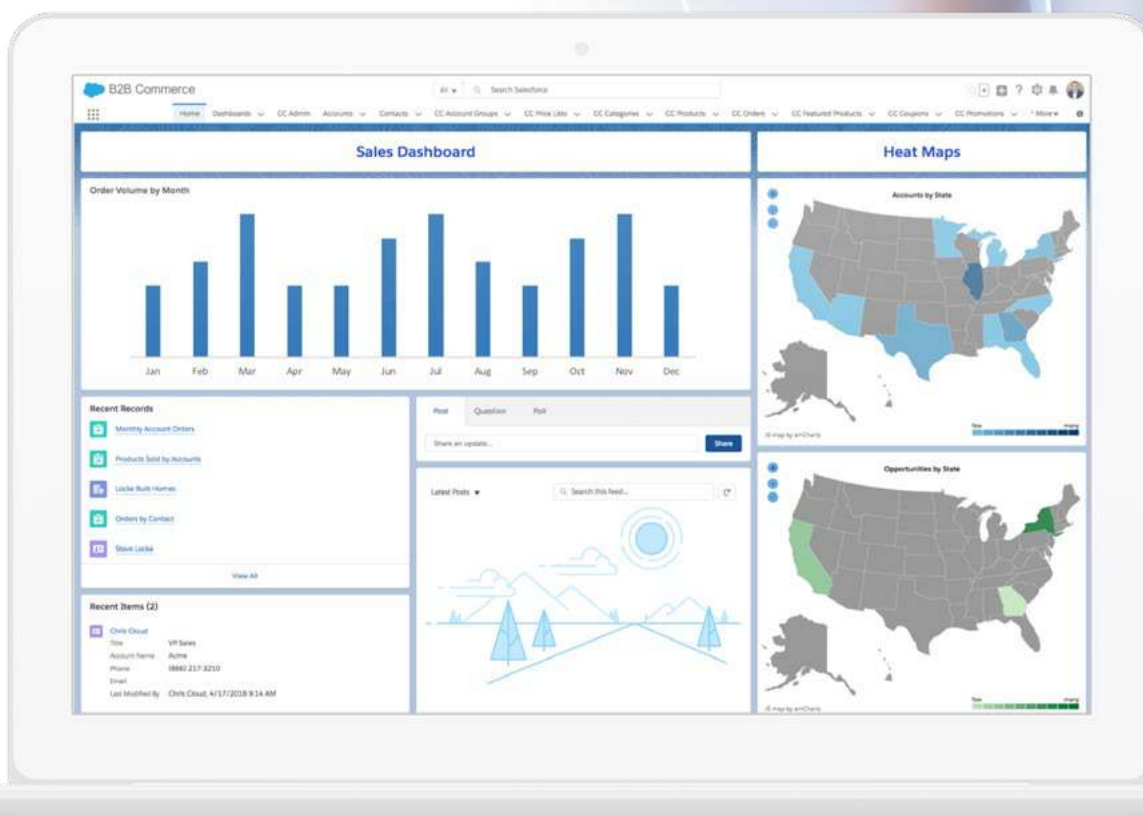
Moving fast and reaching your goals in an ever-changing marketplace is imperative to competing. Connecting your systems enable you to deliver a connected customer experience. A retail CRM that makes shopping experiences seamless across the web, social, mobile, and stores, is Salesforce's Commerce Cloud.

The reasons leading brands are turning to a Salesforce Commerce Cloud solution include:

- > Ability to connect shopping experiences to marketing, sales, and service
- > Build beautiful commerce experiences and personalized campaigns
- > Boost conversions and make better recommendations with AI
- > Implement new technology twice as fast to scale their business

With the incorporation of a B2B or B2C online eCommerce solution - a branded online storefront - you're putting the purchasing power in the customer's hands with a self-serve shopping experience that fully automates the ordering process. Complex pricing models can be configured to match your current business rules and enable contractual agreement tracking for product entitlements and price points. By offering an online ordering option, you free up your sales team to focus more on acquiring new business and less on customer maintenance.

And as an extension to Commerce Cloud, retailers often choose to integrate Salesforce's Marketing Cloud to drive awareness, find new customers, and help them to reach out to shoppers with the right offer, at the right time.



Ad Victoriam Retail Customer Story

Hi-Rez

At inception, a retail gaming studio, Hi-Rez, had a mission to create an exceptional online interactive entertainment. It is now one of the largest video game studios in the Southeast United States.

AdVic Challenge

Hi-Rez engaged Ad Victoriam Solutions to accomplish two goals: (1) Improve their customer service experience for their more than 40 million gamers. (2) Boost their marketing efforts to increase long-term player engagement.

AdVic Resolution

> ***Lightning UI Customization and Deployment***

Designed process flow automation rules to streamline company processes incorporating custom components to simplify tasks and accelerate productivity.

> ***Single Platform***

Seamless integration of existing user portal with Salesforce Service and Marketing Clouds to synchronize processes between systems increasing business velocity.

> ***Service Delivery***

Configured an Email-to-Case solution and Service Level Agreements to enable an expedited case resolution process. Implemented Knowledge with articles to automate responses to routine cases.

> ***Marketing Strategy***

Enabled segmented nurturing programs with targeted messages to drive deeper customer engagement leveraging Journey Builder and Email Studio on a unified system.

> ***Data Integrity***

Incorporated data governance leveraging automation rules driving data consistency, reliability and integrity across system and historical load of more than 32 million records.

"Ad Victoriam was extremely responsive and professional during our [Marketing Cloud] implementation. Our use cases for the system required a lot of customization, and their team made it easy to make our needs reality."

Adam Beame,
Hi-Rez Studio

The Benefits of Digital Transformation

While this ebook is filled with many of the challenges companies face when going through their digital transformation steps, the benefits certainly outweigh those challenges. Here are six digital transformation benefits you can count on:



Better Customer Experience

Technology advancements have helped companies to better interact with their customers, resulting in consistency for ensuring customer needs are met in a timely manner.



Promotes a Digital Culture

It is said that creativity leads to innovation and continuous employee learning in changing digital environments helps to develop that culture. And that promotes employees staying motivated and agile at all times.



Profits, Profits, Profits

Improving your customer experiences and engagements through digital transformation leads to loyalty, which in turn makes customers stick with your company for more deals. In addition, you are opening your company to new sales channels and markets.

Employee Empowerment

With more and more companies going the digital transformation route, employees are embracing the need to update their skill sets to stay competitive. Companies also reap the benefits of better communication within departments and improved quality of work.



Enhanced Data Collection and Analysis

With a digital transformation, the data collection and analysis process becomes easier to monitor your customer data, allowing you to make better business decisions.



Stay Competitive

Make no mistake about it, your competition is transforming into a digital business. Your taking on a digital transformation will enable your company to remain competitive, ensuring that you not only survive, but you thrive and outpace your competition now and well into the future.



Final Thoughts

The importance of having a digital transformation strategy cannot be overemphasized enough. You'll combine research, visualizations, and performance goals for a successful outcome. And by keeping everyone on your team aligned during the process will help to keep motivations and agendas moving in the same direction.

And this last point, given how quickly the needs of your customers and business will change - and they will change often - it is important to revisit, refine and retune your digital strategy continuously.

At Ad Victoriam Solutions, we help companies with their digital transformation strategies every step of the way. Our certified experts learn your business, then help your company deliver the type of customer experience that taps into the preferences of your modern customer.

We have years of experience increasing the effectiveness and productivity enabling businesses like yours to connect and service customers like never before. And when you do, you'll boost customer satisfaction, retention, and profits.

GOOD LUCK!



About Ad Victoriam Solutions

Ad Victoriam Solutions is a Salesforce® and MuleSoft® Partner who provides mission-critical consulting services, from strategy to implementation. Our nimble team of certified professionals across the country accelerates businesses by simplifying complex problems through cloud, integration, and data expertise. As a Certified B Corp, we balance purpose with profits and have made a strong commitment to the community.

Resources:

- > [10 Ways Machine Learning Is Revolutionizing Manufacturing](#)
- > [Ad Victoriam Solutions](#)
- > [Artificial Intelligence: Healthcare's New Nervous System](#)
- > [B2B Commerce](#)
- > [B Corporation](#)
- > [Community Cloud Consulting](#)
- > [Connecting Data to Transform Payer-Member Relationships](#)
- > [Data Analytics](#)
- > [Field Services Lightning Services](#)
- > [Finding the Right Salesforce Implementation Partner](#)
- > [Four Digital Transformation Trends Driving Industry 4.0](#)
- > [Global Healthcare Digital Transformation Case Studies](#)
- > [Healthcare Augmented & Virtual Reality Market Worth](#)
- > [Manufacturing Industry Digital Transformation Case Study](#)
- > [MuleSoft's Top 7 Digital Transformation Trends Shaping 2020](#)
- > [MuleSoft Anypoint Consulting Services](#)
- > [MuleSoft's 2020 Connectivity Benchmark Report](#)
- > [National Health Spending](#)
- > [Outsourcing My Salesforce Implementation](#)
- > [Personalized Care, Healthy Populations](#)
- > [Retail Digital Transformation Case Studies](#)
- > [Salesforce and MuleSoft Enterprise Partner](#)
- > [Salesforce Commerce Cloud](#)
- > [Salesforce Consulting Services](#)
- > [Salesforce CPQ](#)
- > [Salesforce CRM for Healthcare](#)
- > [Salesforce CRM for Manufacturing](#)
- > [Salesforce Integration Consulting Partners](#)
- > [Salesforce Marketing Cloud](#)
- > [Salesforce Retail CRM](#)
- > [Salesforce Sales Cloud](#)
- > [Salesforce Service Cloud](#)
- > [What is Industry 4.0? Here's A Super Easy Explanation For Anyone](#)
- > [What is Smart Technology](#)
- > [Why Big Pharma and Biotech Are Betting Big on AI](#)
- > [Worldwide Spending on Digital Transformation](#)



AD VICTORIAM
SOLUTIONS

Salesforce. *Simplified.*



Email: CustomerService@AdVictoriamSolutions.com

Email: Sales@AdVictoriamSolutions.com

Phone: 770.691-1642

Web: www.AdVictoriamSolutions.com