

salesforce

# Introducing the value of Salesforce for the Manufacturing Supply Chain

Nigel Thomas

Senior Strategic Account Director

[nigel.thomas@salesforce.com](mailto:nigel.thomas@salesforce.com)



# Forward-Looking Statement



## Statement under the Private Securities Litigation Reform Act of 1995

This presentation may contain forward-looking statements that involve risks, uncertainties, and assumptions. If any such uncertainties materialize or if any of the assumptions prove incorrect, the results of salesforce.com, Inc. could differ materially from the results expressed or implied by the forward-looking statements we make. All statements other than statements of historical fact could be deemed forward-looking, including any projections of product or service availability, subscriber growth, earnings, revenues, or other financial items and any statements regarding strategies or plans of management for future operations, statements of belief, any statements concerning new, planned, or upgraded services or technology developments and customer contracts or use of our services.

The risks and uncertainties referred to above include – but are not limited to – risks associated with developing and delivering new functionality for our service, new products and services, our new business model, our past operating losses, possible fluctuations in our operating results and rate of growth, interruptions or delays in our Web hosting, breach of our security measures, the outcome of any litigation, risks associated with completed and any possible mergers and acquisitions, the immature market in which we operate, our relatively limited operating history, our ability to expand, retain, and motivate our employees and manage our growth, new releases of our service and successful customer deployment, our limited history reselling non-salesforce.com products, and utilization and selling to larger enterprise customers. Further information on potential factors that could affect the financial results of salesforce.com, Inc. is included in our annual report on Form 10-K for the most recent fiscal year and in our quarterly report on Form 10-Q for the most recent fiscal quarter. These documents and others containing important disclosures are available on the SEC Filings section of the Investor Information section of our website.

Any unreleased services or features referenced in this or other presentations, press releases or public statements are not currently available and may not be delivered on time or at all. Customers who purchase our services should make the purchase decisions based upon features that are currently available. salesforce.com, Inc. assumes no obligation and does not intend to update these forward-looking statements.



# We have the privilege of working with the leading manufacturers globally

salesforce

pitney bowes  **ABB** **CAT** **SIEMENS**

**KOMATSU** Johnson Controls  **CORNING**

**Schneider Electric** KOENIG & BAUER *Danfoss*

**Honeywell** **KONE**  klöckner pentaplast **AO Smith**

**KUKA**  Stanley Black & Decker **WÄRTSILÄ** 

Discrete



Dan Balmer  
General Global Mkt.  
Aston Martin

Dr. Andy Palmer  
CEO  
Aston Martin

Trailblazers



Automotive

Process



**lyondellbasell** **PRODUCTS AIR** 

**UNIVAR**



**AIR LIQUIDE**

*Cargill*

 THE LINDE GROUP

 SOLVAY

**DOW**

MONSANTO



**3M**

**syngenta**

**EASTMAN**

**ECOLAB**

**Mosaic**

**NISSAN**



**HONDA**

**TESLA**



**MERITOR**

**DAIMLER**

RENAULT NISSAN MITSUBISHI

 **TOYOTA**



**FONTANA GRUPPO**  
SPECIAL FASTENERS

**VOLKSWAGEN**  
GROUP

**Continental**  
**CONTITECH**

**DELPHI**

**BMW GROUP** 



Mercedes-Benz



**WABCO**

**PSA**  
GROUPE



**RENAULT**

**TTTAN**



**MICHELIN**

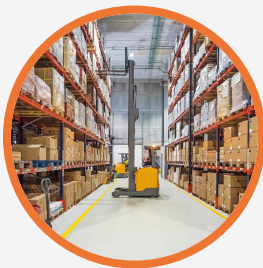
**AVL**



# Macro trends shape today's Supply Chain operations



EMEA  
trends



**Efficient Supply Chain** as competitive advantage

+3-5% margin can be captured digitizing the Supply Chain (EBITDA)



**Anticipation of the demand and fulfilment speed**

10-15% churn reduction investing in operational performance and lead time improvement



**Demand for innovative products and services**

35% of the value of a Manufacturing Company is made by software and services



**Concerns over environmental and social footprint**

30 T\$ is the size of global sustainable investment in 2019

Examples



"How can we reduce risk and bureaucratic, manual work with our suppliers?"

**SmithNephew** "How can we align Sales and Operations to reduce working capital?"



"How can we accelerate the time to market?"

**BASF** "How can we ensure a minimal supply chain disruption with Covid?"

Sources: McKinsey "Four pathways to digital growth that work for B2B companies"; "Supply Chain 4.0: Opportunities to use your supply chain for differentiation; How b2b-digital-leaders-drive-five-times-more-revenue-growth-than-their-peers; Deliver on time or pay the fine: Speed and precision as the new supply-chain drivers Radically rethink your strategy: How digital B2B ecosystems can help traditional manufacturers create and protect value; Five ways that ESG creates value



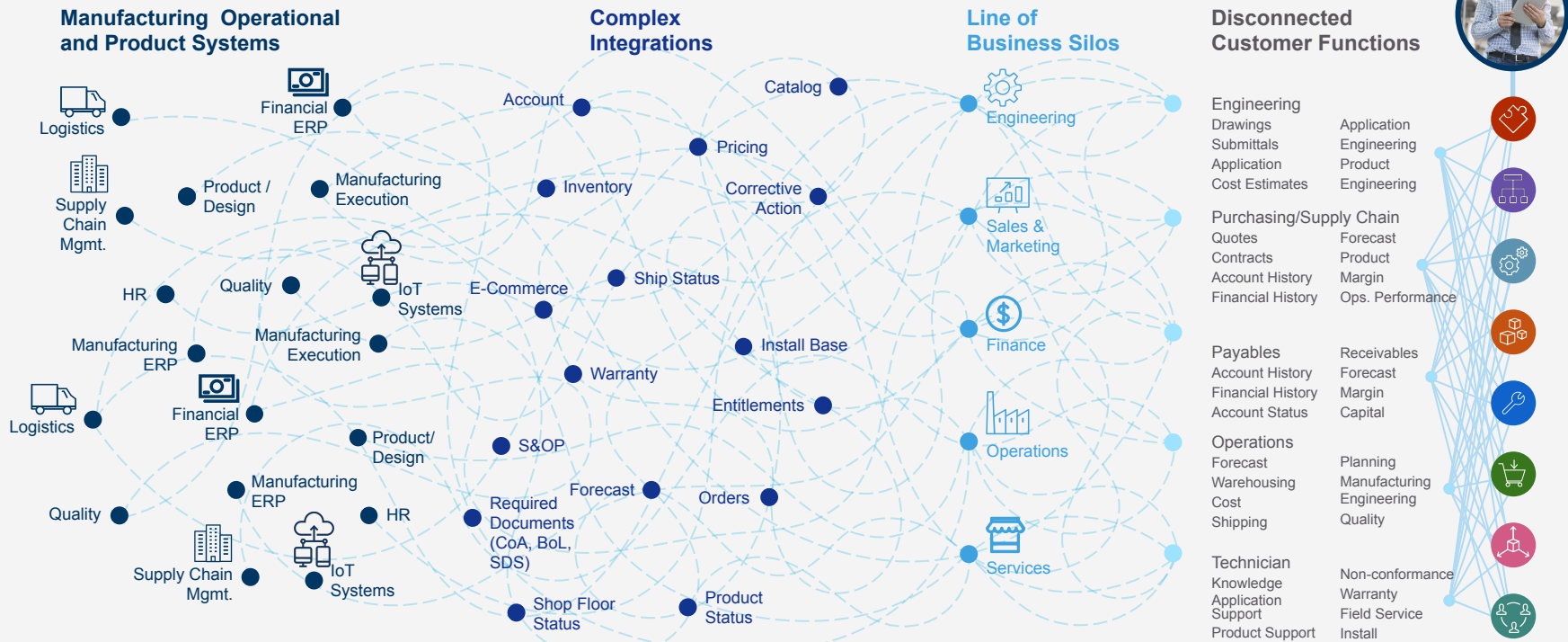
# Siloes Disconnect Functions and Customers and prevent to unlock value from digitization



Unlock  
ERP Systems

End the “Hidden Office”

Front Office  
Customer 360



# Salesforce supports digital transformation in 4 key areas



## Commercial Excellence

- Sales excellence (incl., channel management, S&OP)
- Pricing excellence
- Marketing excellence



## Digital Operations

- Intelligent field Operations
- Optimized Supplier management
- Rapid process digitization (e.g., NPI)



## Servitization

- Remote Monitoring and Predictive Maintenance
- Subscription based service offerings
- New business models (e.g., data marketplaces)

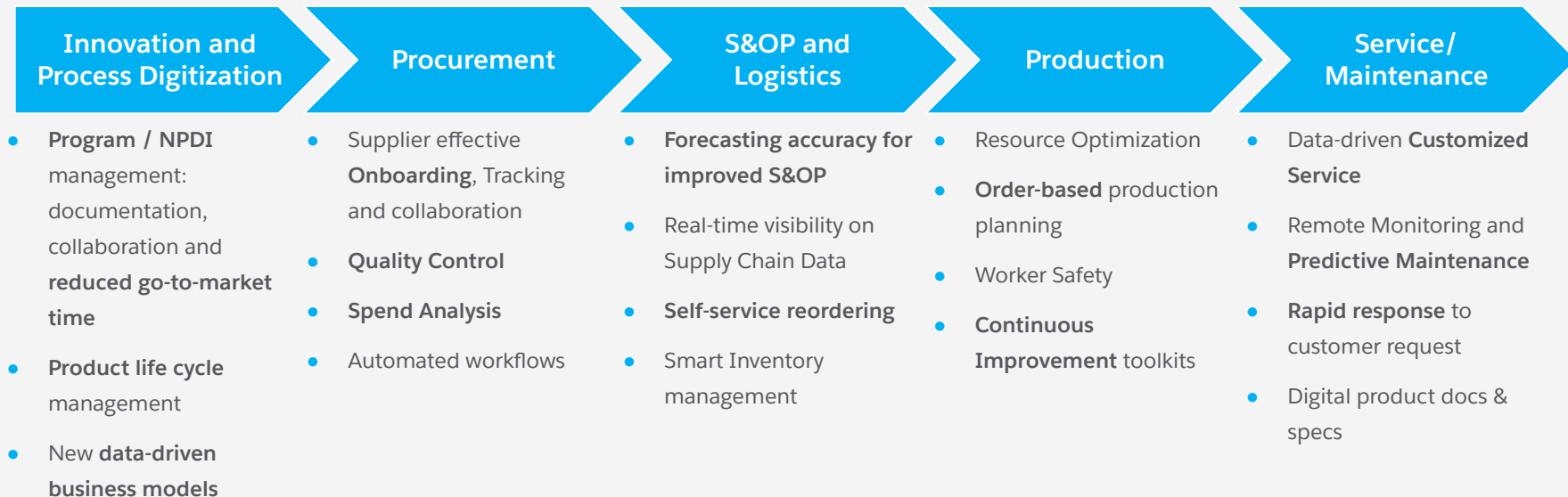


## Engagement for Sustainability

- Worker safety
- Resource Optimization and Sustainability strategy
- Reputation and stakeholder management

# Salesforce delivers end-to-end predictability and visibility across manufacturing value chain

salesforce



**DONCASTERS** 75% faster order acceptance process

**SOLVAY** one single solution to harmonize Supplier Purchasing Process (SPP)

**UNIVAR** reduced cost per transaction, with 24h/7 available reordering solution

**Henkel** -20% energy consumption across Laundry & Home Care supply chain

**EH** combines apps and system components to monitor install base and digitize maintenance



# What's a typical customers' ambition?



## Supply Chain Transformation



**Visibility:** do you have the right visibility across your extended supply chain?



**Accuracy:** can you integrate the most up-to-date information and on demand trends into planning tools, leveraging historical data and predictive analytics?  
Do you have the right tools to get demand & supply alignment?

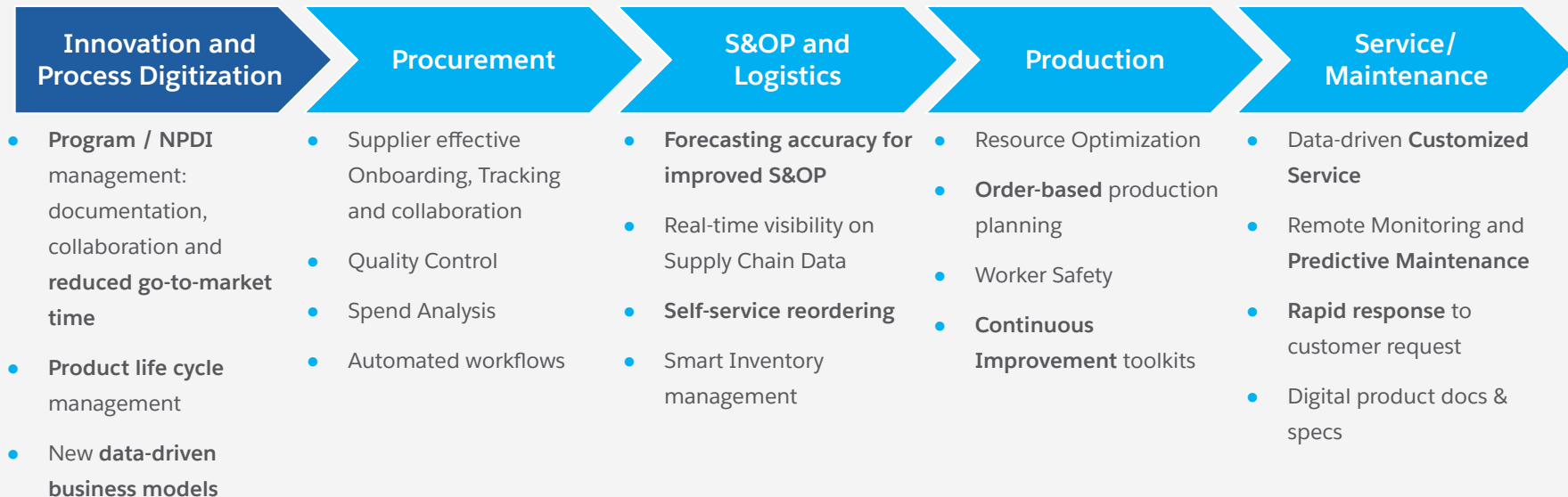


**Consistency:** have you identified best practices across different BU's? Have you managed to unify your processes across the company, including Supplier Management and Sales & Operational Planning (S&OP)?



# Salesforce delivers end-to-end predictability and visibility across the manufacturing value chain

salesforce



**DONCASTERS** 75% faster order acceptance process

**SOLVAY** one single solution to harmonize Supplier Purchasing Process (SPP)

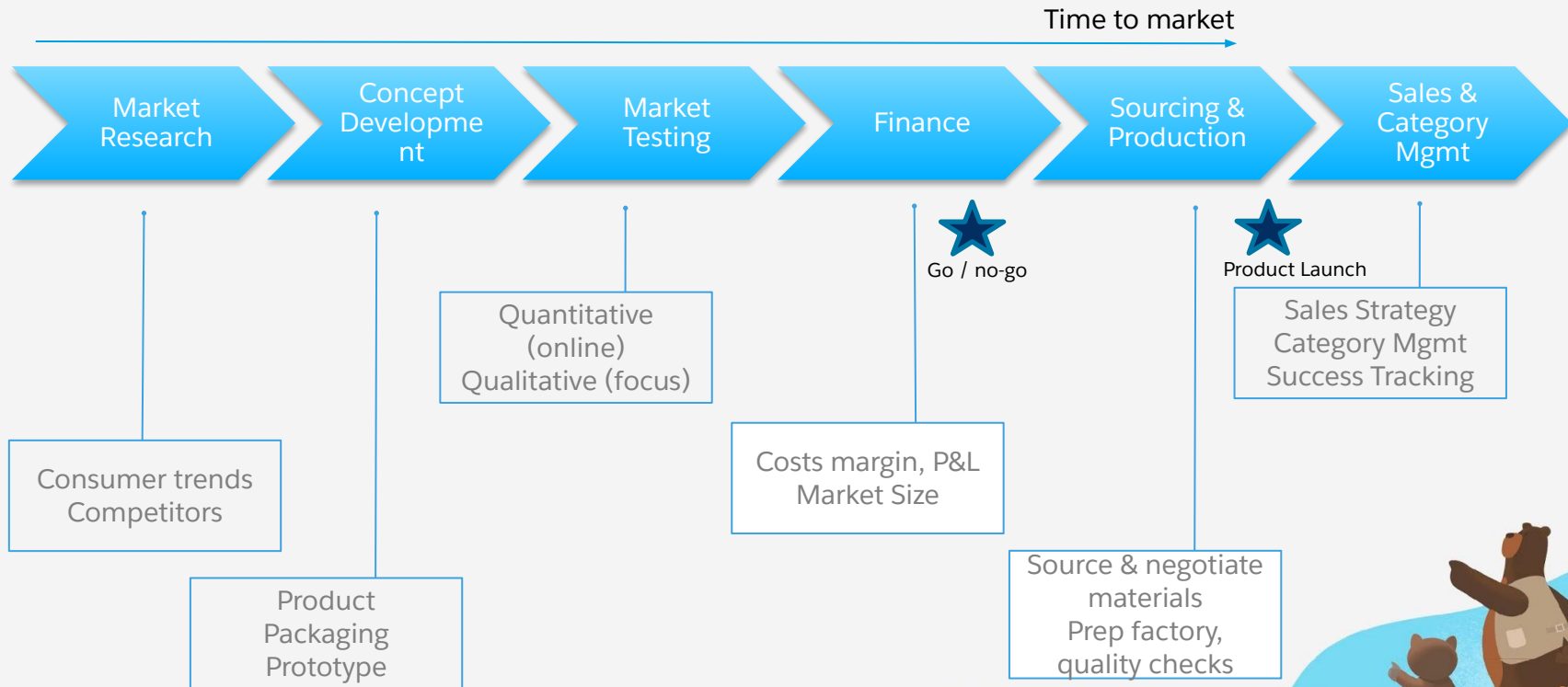
**UNIVAR** reduced cost per transaction, with 24h/7 available reordering solution

**Henkel** -20% energy consumption across Laundry & Home Care supply chain

**EH** combines apps and system components to monitor install base and digitize maintenance

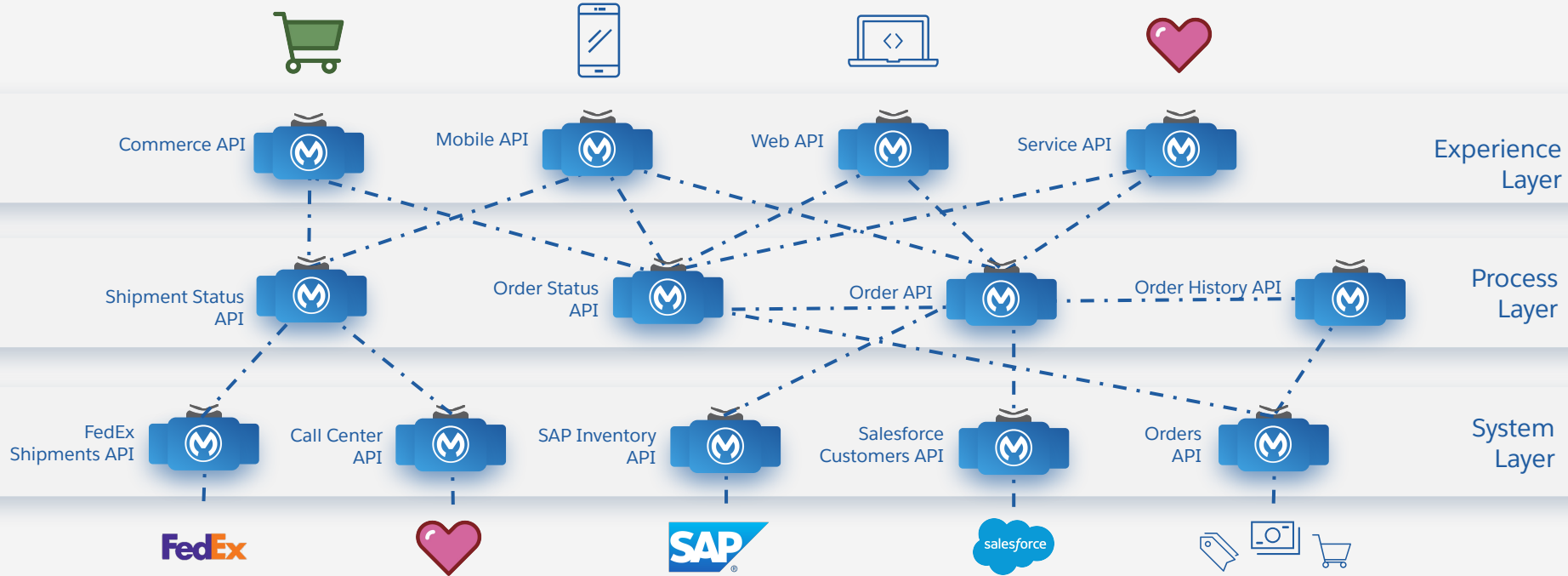


# Key challenge in NPD/I is speed to market - up to 1.5-2 years for minor product modification like packaging





# API-led Approach Accelerates Projects Through Re-use





# Doncasters streamlines product development end to end from Opportunity to Delivery

## Situation

- Leading manufacturer of high-precision alloy components for the civil and military aero engine markets. 3800+ employees, across 21 facilities in 6 countries.
- Lack of visibility on the **Sales and Post Opportunity Process**, and low enquiry response times due to gaps in ownership and drive of “Business Win” process, lack of communication and too many manual processes,

## Solution

- Salesforce to manage accounts & connections, sell products, close deals. Share info from anywhere info with co-workers, customers, partners.

Design new applications, to **digitize the most manual processes**:

- NPDI & Order Acceptance Apps for an E2E process from Opportunity to Delivery
- PM & Capex to deliver independent applications to satisfy specific process gaps



Sales  
Cloud



Platform



NPDI

NPDI Bramah

New

Import

Change Owner

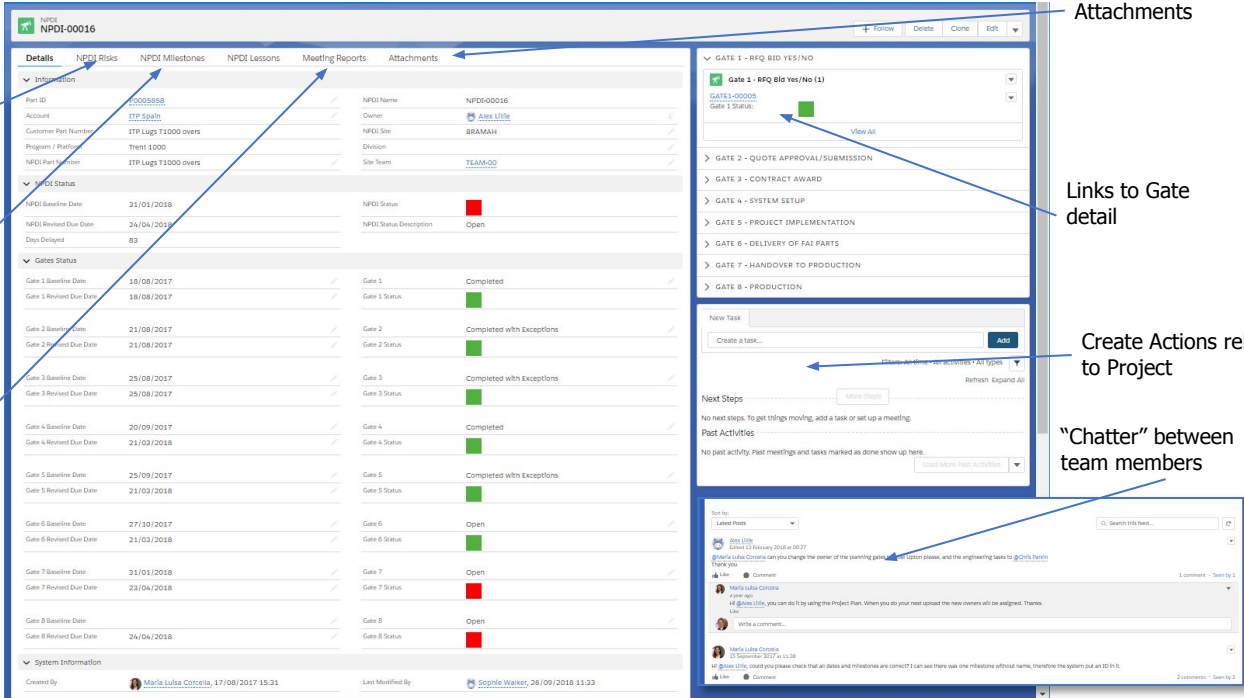
21 Items • Sorted by NPDI Name • Filtered by all npdi • NPDI Site • Updated a few seconds ago

Q Search this list...

<div><input type="checkbox"/></div> NPDI NAME ↑	CUSTOMER PART NUMBER	NPDI STATUS	GATE 1 STATUS	GATE 2 STATUS	GATE 3 STATUS	GATE 4 STATUS	GATE 5 STATUS	GATE 6 STATUS	GATE 7 STATUS	GATE 8 STATUS	
1 <div><input type="checkbox"/></div> NPDI-00016	ITP Lugs T1000 overs	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
2 <div><input type="checkbox"/></div> NPDI-00017	Leap 1B Lab Seal	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
3 <div><input type="checkbox"/></div> NPDI-00018	NC parts	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
4 <div><input type="checkbox"/></div> NPDI-00041	BCL7140-00-6	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
5 <div><input type="checkbox"/></div> NPDI-00045	DOC00253371	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
6 <div><input type="checkbox"/></div> NPDI-00046	DOC00253379	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
7 <div><input type="checkbox"/></div> NPDI-00047	DOC00253363	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
8 <div><input type="checkbox"/></div> NPDI-00048	TP403708	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
9 <div><input type="checkbox"/></div> NPDI-00050	NC00037657	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
10 <div><input type="checkbox"/></div> NPDI-00051	NC00037670	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
11 <div><input type="checkbox"/></div> NPDI-00074	636-4210-505	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
12 <div><input type="checkbox"/></div> NPDI-00075	636-4120-507	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
13 <div><input type="checkbox"/></div> NPDI-00076	636-4110-501	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
14 <div><input type="checkbox"/></div> NPDI-00095	12007099	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>

# NPDI – Post Opportunity Process

All the data required to manage a Part through NPDI is captured...



**NPDI-00016**

**Details** | NPDI Risks | NPDI Milestones | NPDI Lessons | Meeting Reports | Attachments

**Information**

Part ID	NPDI-00016	NPDI Name	NPDI-00016
Account	ITP Spain	Owner	Alex Little
Customer Part Number	ITP Luga T1000 overs	NPDI Site	BRAMAH
Program / Platform	Trent 1000	Division	
NPDI Part Number	ITP Luga T1000 overs	Site Team	TEAM-00

**NPDI Status**

NPDI Baseline Date	31/01/2018	NPDI Status	Open
NPDI Revised Due Date	24/04/2018	NPDI Status Description	Open
Days Delayed	83		

**Gates Status**

Gate	Baseline Date	Revised Due Date	Status
Gate 1	18/08/2017	18/08/2017	Completed
Gate 2	21/08/2017	21/08/2017	Completed with Exceptions
Gate 3	25/08/2017	25/08/2017	Completed with Exceptions
Gate 4	20/09/2017	21/03/2018	Completed
Gate 5	25/09/2017	21/03/2018	Completed with Exceptions
Gate 6	27/10/2017	21/03/2018	Open
Gate 7	31/01/2018	23/04/2018	Open
Gate 8	24/04/2018		Open

**System Information**

Created By: Maria Luisa Cornejo, 17/08/2017 19:31 | Last Modified By: Sophie Walker, 26/09/2018 11:33

**Gate 1 - REQ BID YES/NO**

Gate 1 - REQ BID YES/NO (1)

Gate 1 Status: ■

**Next Steps**

No next steps. To get things moving, add a task or set up a meeting.

**Past Activities**

No past activity. Past meetings and tasks marked as done show up here.

**New Task**

Create a task...

**Latest Posts**

Sort by: Latest Posts | Search this feed...

Latest Posts

26/09/2018  
Alex Little  
@Maria Luisa Cornejo can you change the owner of the planning gates to Alex Little, and the engineering tasks to @Chris Parry?  
Thanks you

1 Like | 0 Comments

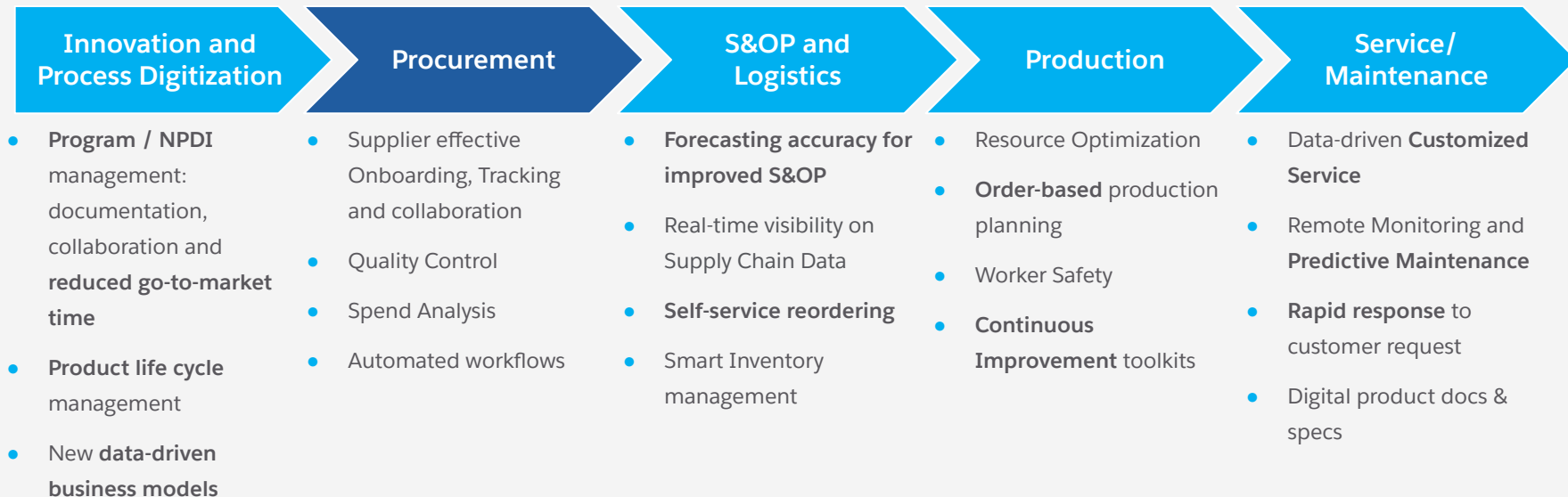
Maria Luisa Cornejo  
@Alex Little, you can do it by using the Project Plan. When you do your next update the new owners will be assigned. Thanks.  
Like

Write a comment...

Maria Luisa Cornejo  
25 September 2017 at 15:36  
@Alex Little, thank you please check that all dates and milestones are correct? I can see there was one milestone without name, therefore the system put an ID to it.  
Like | 0 Comments

# Salesforce delivers end-to-end predictability and visibility across manufacturing value chain

salesforce



**DONCASTERS** 75% faster order acceptance process

**SOLVAY** one single solution to harmonize Supplier Purchasing Process (SPP)

**UNIVAR** reduced cost per transaction, with 24h/7 available reordering solution

**Henkel** -20% energy consumption across Laundry & Home Care supply chain

**EH** combines apps and system components to monitor install base and digitize maintenance



# Collaboration with Your Suppliers

Extend the power of the Salesforce Platform



## Supplier Engagement Hub and Support

Consolidated collaboration, Supplier self-service portal,  
Case management for operational issues

## Simplified Onboarding Process

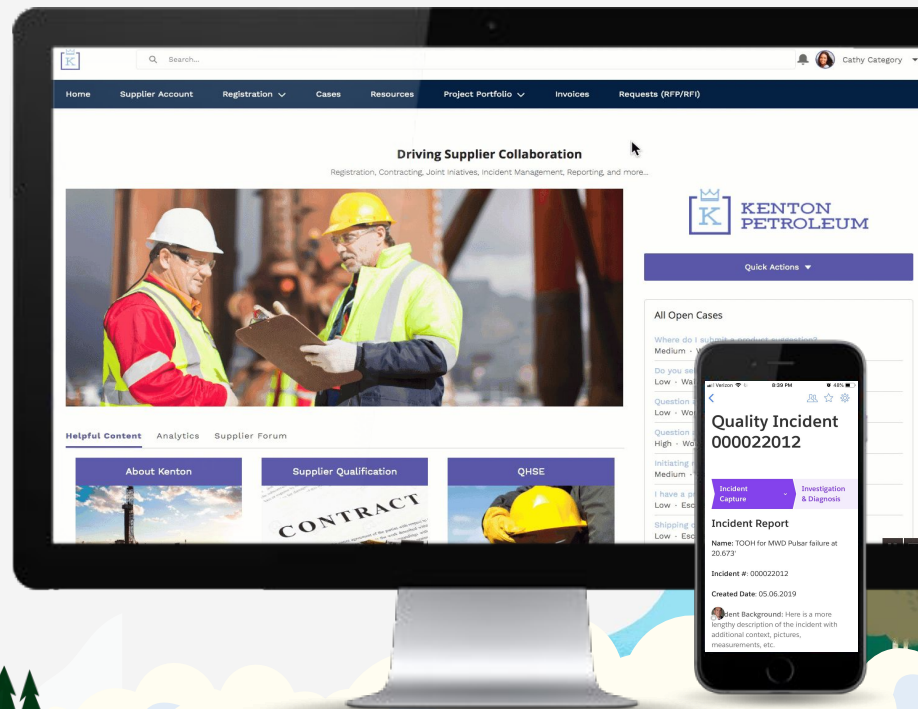
Accelerate supplier onboarding through  
workflows/automation and vendor networks

## Personalized Communication Strategies

Include strong collaboration tooling to support  
innovation with key suppliers

## Training

E-Learning platform with gamification





# Create 360° visibility on Supplier data, performance and improve Engagement and Collaboration

salesforce

**Analytics**

Improved Performance  
Through Analytics  
and Insights



Supply Chain  
Manager

**360° Supplier View**

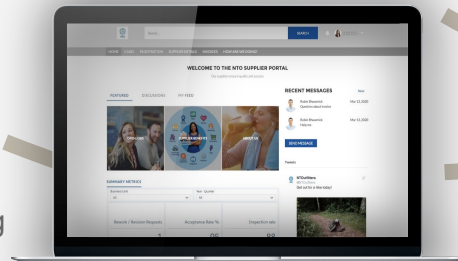
Connecting Disparate  
Systems to Drive  
Operational Efficiency



Packaging  
Supplier

**Community Collaboration**

Seamless Collaboration  
Between Buyers, Tech Dept  
and Suppliers



# Supply Chain Analytics

## Extend the power of the Salesforce Platform

salesforce

### Network analytics

Benchmark and compare Supplier analytics from multiple systems of record

### Performance and risk analysis

Improve performance and risk management across various KPIs informed by advanced analytics capabilities (decision support)

### Automatic Insights

Be informed by actionable AI/ML for, vendor stratification and risk recognition, monitoring and alerting, and ongoing performance management

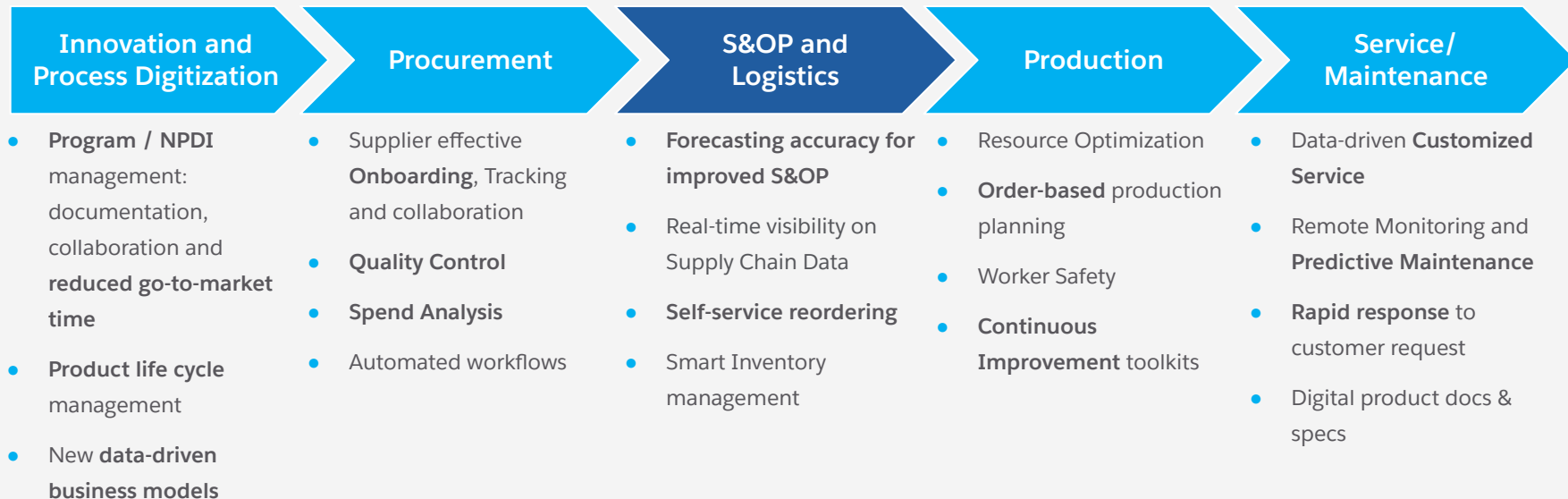
### Forecasting

Improve forecasting with Sales and Operations with input from internal sales and partners



# Salesforce delivers end-to-end predictability and visibility across manufacturing value chain

salesforce



**DONCASTERS** 75% faster order acceptance process

**SOLVAY** one single solution to harmonize Supplier Purchasing Process (SPP)

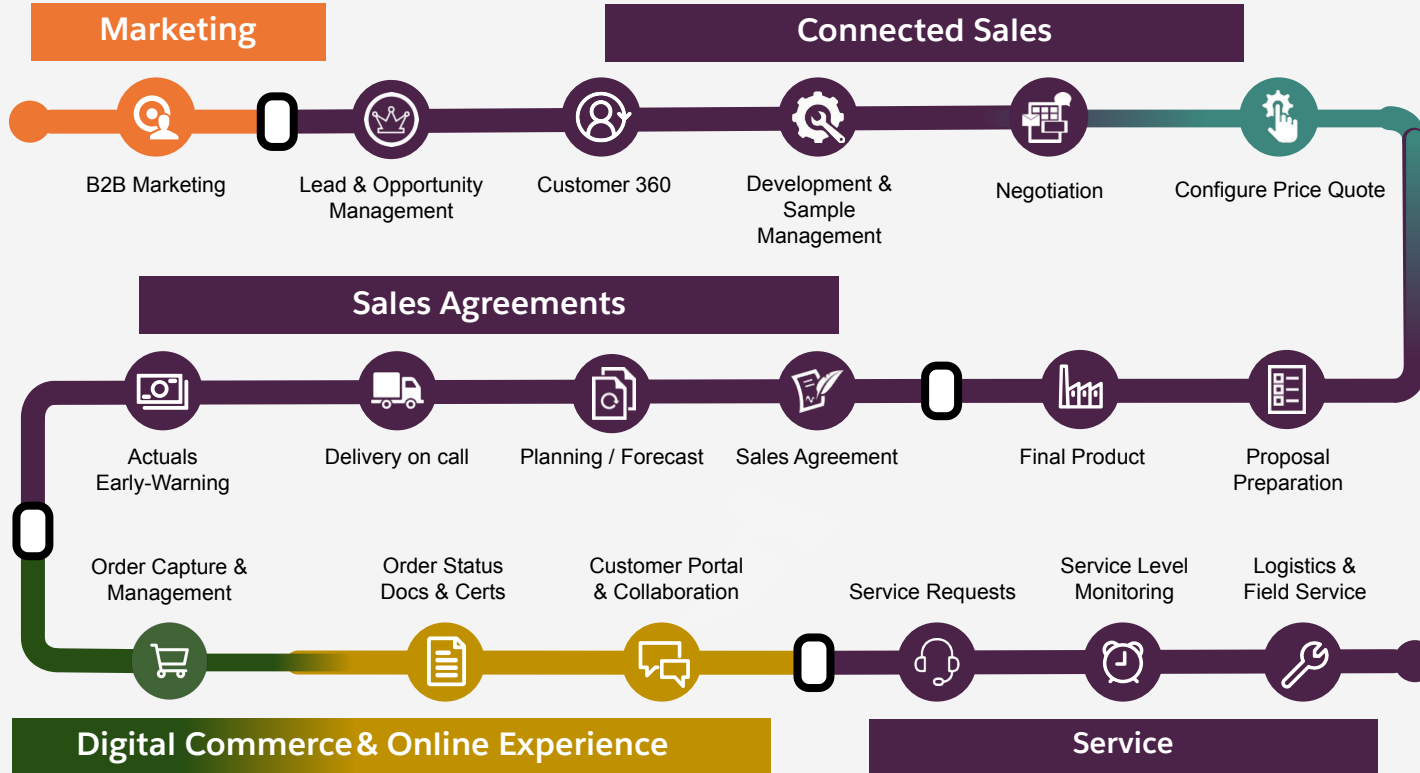
**UNIVAR** reduced cost per transaction, with 24h/7 available reordering solution

**Henkel** -20% energy consumption across Laundry & Home Care supply chain

**EH** combines apps and system components to monitor install base and digitize maintenance



# Salesforce enables Commercial Excellence for a Frictionless & Cost Effective Customer Experience



## Salesforce Customer 360

- Manufacturing Cloud
- CPQ
- Commerce Cloud
- Community Cloud

## Manufacturing Platform Enablers

- Mulesoft
- Tableau
- Einstein
- Marketing Cloud



# Drive Alignment with Unified Sales and Demand Planning

## Enhance existing demand planning processes with Manufacturing Cloud



### See how actuals track against forecasts

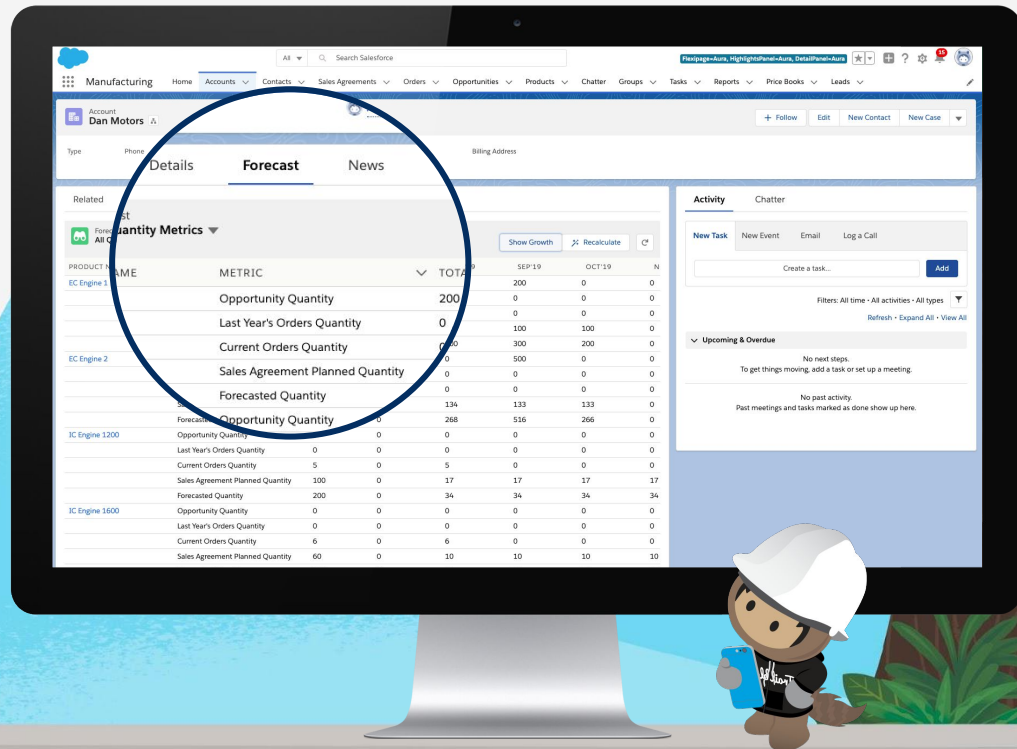
Quickly determine the source of discrepancies in the forecast, and analyze incremental demand or product sales to reach a conclusion

### Identify gaps in forecasts or revenue goals

Collaborate closely with account teams to understand root cause and determine how to close these gaps

### Enable dynamic sales forecasting

Visibility into run-rate business and new opportunities enable more informed decision-making and optimized supply chain, inventory, and production alignment



# Our customers streamline S&OP with real-time visibility on agreements, supply plan and inventory levels



Key Account Manager



Planning Leader



## Sales Forecast

Holistic forecast with predicted volumes and revenues across new and run-rate business



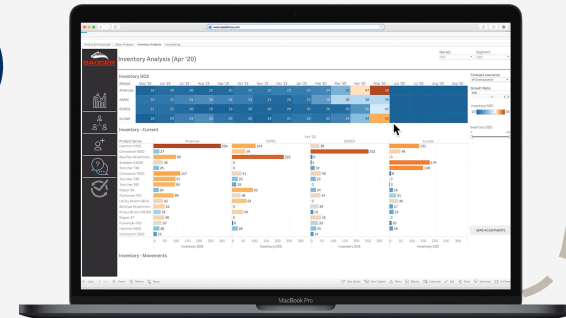
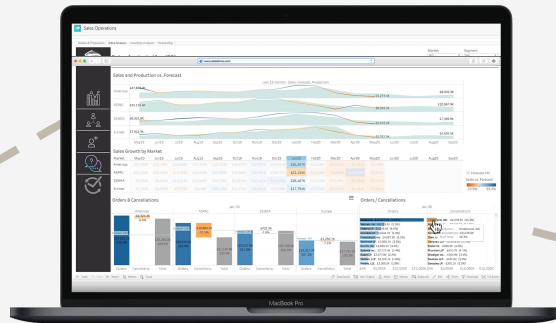
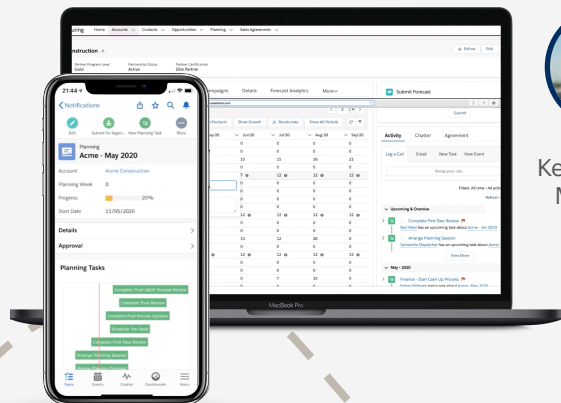
## S&OP Review

Compare Sales & Production vs Forecast and run "What-if" Scenarios



## Inventory Management

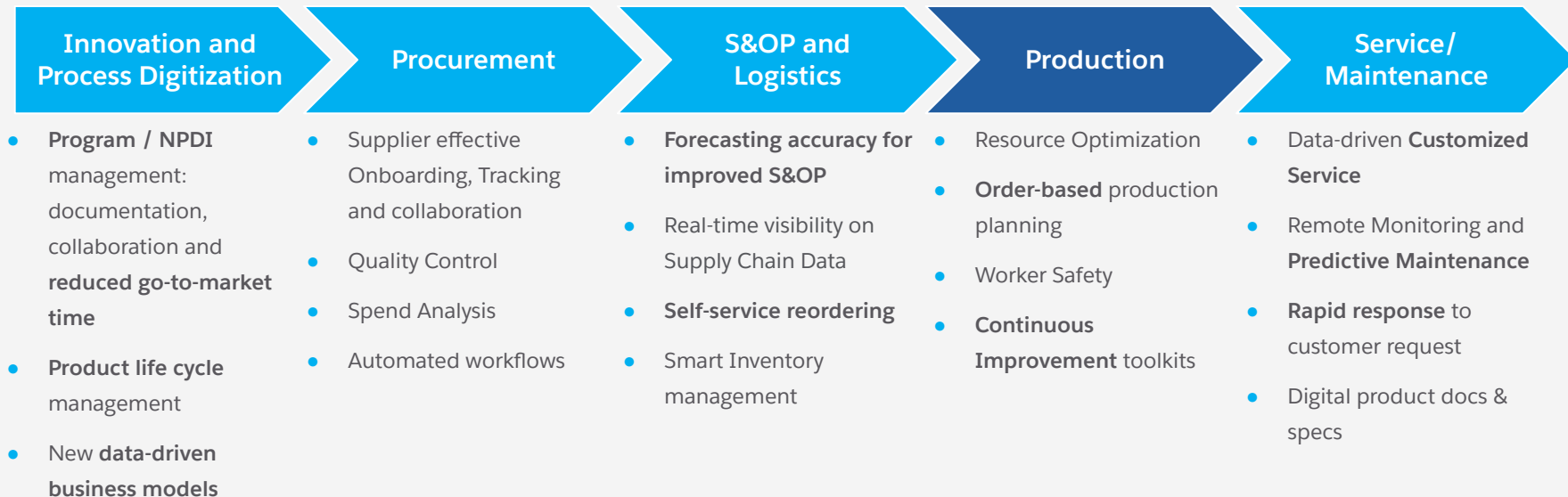
Manage Inventory based on Demand & Supply analysis, and send adjustments to ERP





# Salesforce delivers end-to-end predictability and visibility across manufacturing value chain

salesforce



**DONCASTERS** 75% faster order acceptance process

**SOLVAY** one single solution to harmonize Supplier Purchasing Process (SPP)

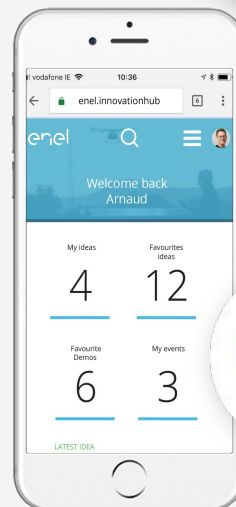
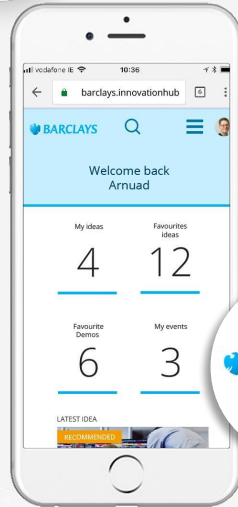
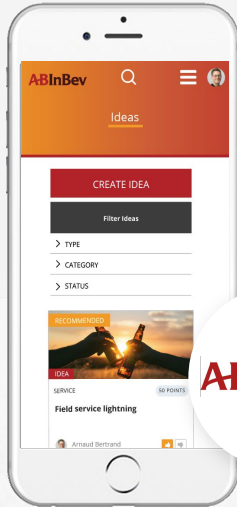
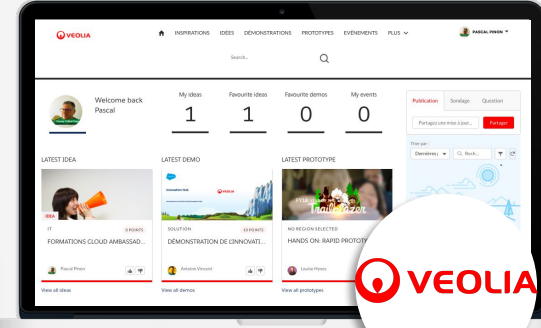
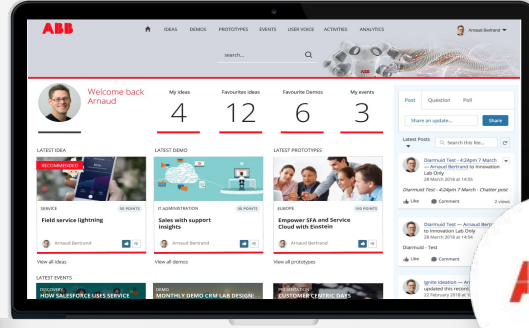
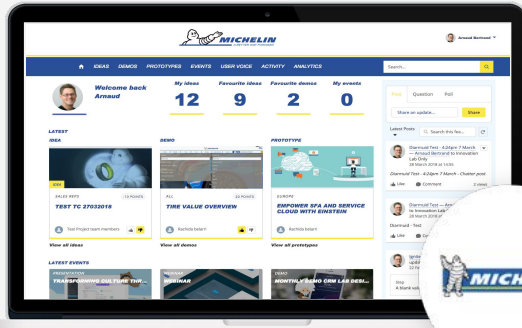
**UNIVAR** reduced cost per transaction, with 24h/7 available reordering solution

**Henkel** -20% energy consumption across Laundry & Home Care supply chain

**EH** combines apps and system components to monitor install base and digitize maintenance



# Our customers leverage our technology to drive innovation and continuous improvement



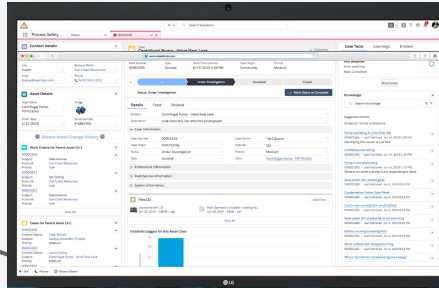
# BP leverages technology to ensure safe and intelligent on-site operations



Contractor,  
Offsites



Process  
Safety



HSE  
Director



**Command Center & Safety Console**  
Complete view of all ongoing,  
planned, and unplanned work.  
Process Workflow & Incident  
Resolution



**Actionable Analytics**  
Real-time, integrated view of  
enterprise business data, for  
contextual actions power workflow



**Workforce Onboarding and Engagement**  
Knowledge Management and Gamified  
Learning. Mobile apps to support work  
execution and field data capture



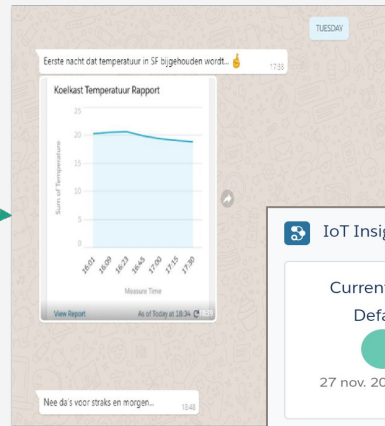
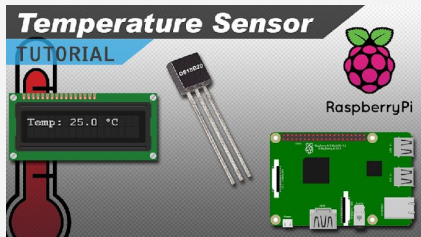
# Newtec creates new business of factory outsourcing thanks to visibility into production floor conditions

Newtec

salesforce

**Auditable Sensor Data** of the production floor created new business opportunity of factory outsourcing

“With Salesforce, we learn faster and act faster. It helps to skyrocket customer satisfaction and competitive advantage.”



**IoT Insights**

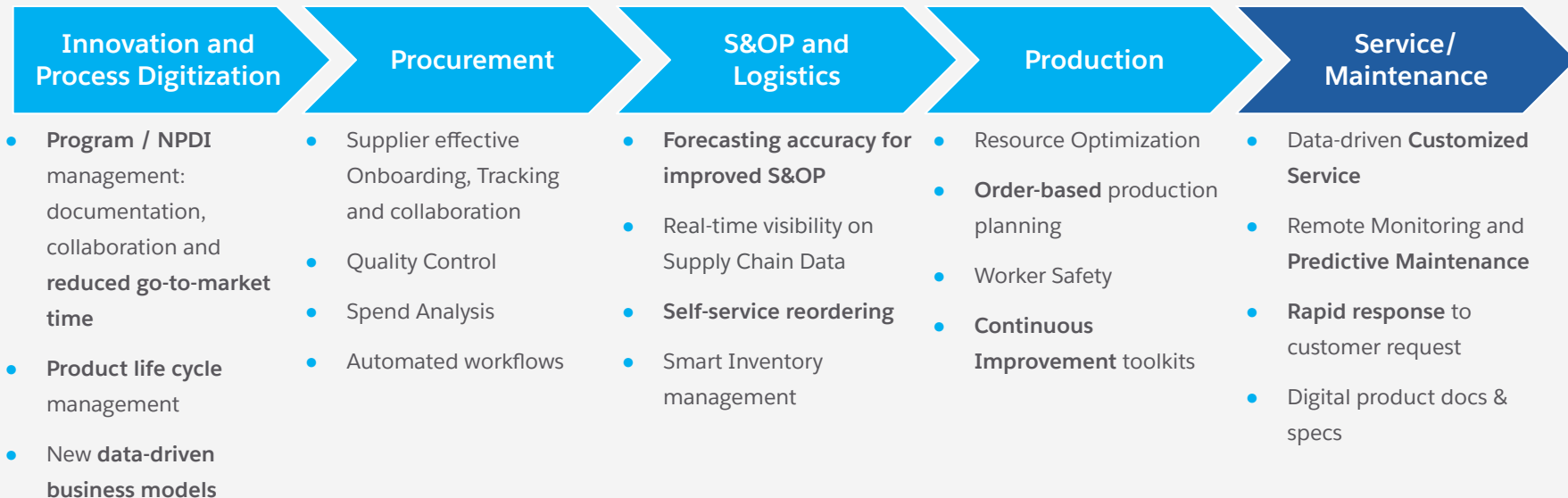
Current State  
Default  
27 nov. 2018 19:53

Temperature  
10 degrees

NAME	VALUE	UNITS	LAST MO...
Temper...	10	degrees	11/27/20...

# Salesforce delivers end-to-end predictability and visibility across manufacturing value chain

salesforce



**DONCASTERS** 75% faster order acceptance process

**SOLVAY** one single solution to harmonize Supplier Purchasing Process (SPP)

**UNIVAR** reduced cost per transaction, with 24h/7 available reordering solution

**Henkel** -20% energy consumption across Laundry & Home Care supply chain

**EH** combines apps and system components to monitor install base and digitize maintenance





“We have over 300 applications in total on the platform and we have a growing pipeline of projects that want to use MuleSoft’s capability. We are enabling our business to come up with new solutions quickly and efficiently.”  
Szymon Myśliński, Head of IT Innovation

## Fast Tracking ABB’s Supply Chain and Manufacturing Process

### Challenge

Inability to access customer data from backend systems made it difficult to scale to business needs

Brittle inflexible integrations led to delays in product launches

### Solution

Built a single customer view by leveraging MuleSoft to unlock data from Sales Cloud, SAP, and other backend systems

Empowered IT to accelerate new product delivery like remote condition monitoring by streamlining the product development process



Platform



Service Cloud



MuleSoft



Sales Cloud



Marketing Cloud

---

**80%** faster project delivery

**2.5X** faster backend connectivity





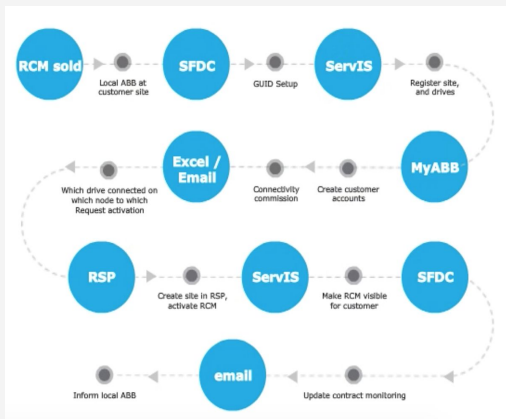
# ABB leverages API catalog to access back-end data and design Remote Services for Drives

From multi step process of data extraction ...

ABB designed **Remote condition monitoring** for former stand alone drives

Commit on **equipment uptime** and offer an additional service

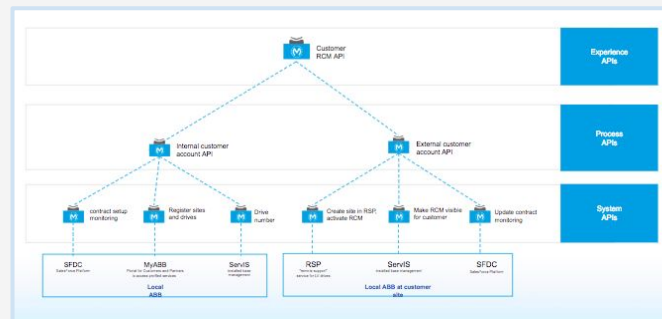
Access data stored in **multiple sources**.  
This normally requires up to **56 steps** from **front- to back-end** applications



... to a smart self-service API exchange platform

The API catalog integrates data coming from SAP, MyABB customer portal, ServIS customer service, ...

Once data is connected throughout the **smart three-layered architecture**, it can be processed and exposed to consumption (**reusable APIs**)



# Accelerating manufacturing production with MuleSoft and Salesforce



Manufacturing device 1



Manufacturing device 2



Manufacturing device 3



Manufacturing device 4



Customer RCM API

Experience APIs



Internal customer account API



External customer account API

Process APIs



Site & drive registration API



Customer API



Drive service history API



Remote support API

System APIs



myABB business portal



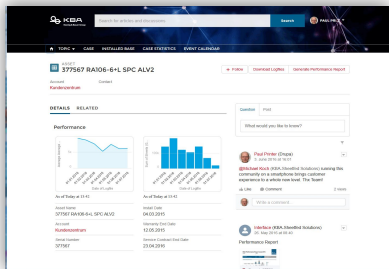
ServIS  
installed base management



RSP  
"remote support" service for drives

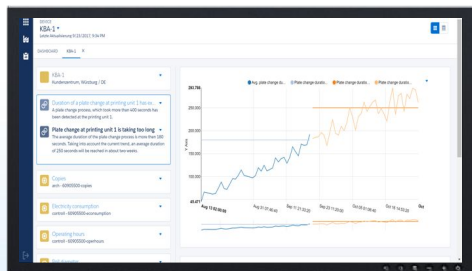
# KBA launches Service-based Models leveraging Predictive Maintenance

KOENIG & BAUER

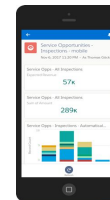


**CUSTOMER COMMUNITY**  
Multi-channel access to asset performance and case management

**PROACTIVE SERVICE**  
Predict failure with Analytics & reduce unplanned downtime

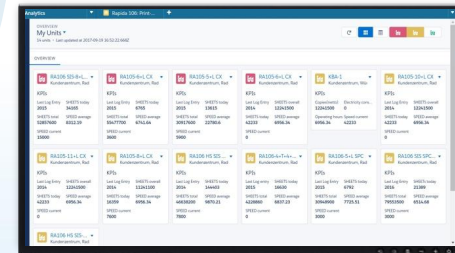


**UNLOCK UPSELL/CROSS-SELL**  
Turn every customer interaction into more value



**NEW BUSINESS MODELS**  
Product-driven services as new revenue streams

**PRODUCT 2.0**  
Improved product development based on usage



# In order to capture the benefits of process digitization in Manufacturing, a solid integration strategy is needed



## Challenge: IT complexity

### Manufacturers face a highly complex IT landscape:




- Customer data in wide range of legacy apps (e.g., remote-control monitoring at ABB needed 56 integrations)
- Heavy acquisition strategy further complexifies IT landscape (e.g., .....)

### At the same time, digital transformation implies more is expected from IT, e.g.,

- Customer-centric transformation
- Testing of new technologies (e.g., AR for service)

## Solution: Efficiently integrating legacy apps

### Business apps closely integrated with back-end:

-  Customer service (incl., IoT connection)
-  Customer and dealer communities
-  Detailed analytics and AI
- ...

### Integration (360-degree view)



### MuleSoft simplifies integration:

- Click-not-code approach to writing APIs
- Reusable/self-service APIs, e.g., SAP connect
- Three-layered approach

## Impact: Increasing speed of innovation

**ABB**

**80%** faster developer onboarding (faster delivery)

Avg. **4.6** of connected systems per reusable APIs (improved efficiency)

**AIRBUS**

**4x** improved delivery speed

# Several ISV solutions foster process digitization (1/2)



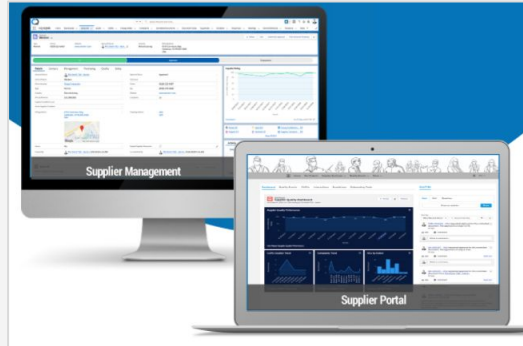
## Propel - PLM / QMS

Cloud PLM, Commercialization, and QMS Solution; for engineering companies (focus on high-tech)



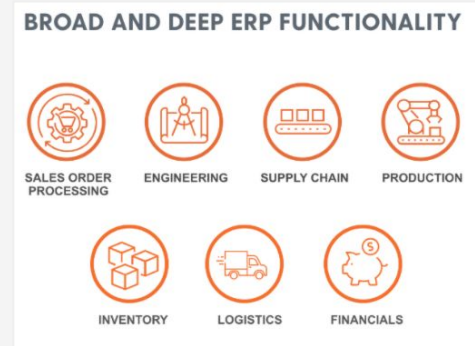
## ComplianceQuest - SRM

End-to-end Enterprise Quality and Safety Management System (QHSE = EQMS + EHS) built with Force.com



## Rootstock - ERP / S&OP

Cloud ERP run on Salesforce Platform; offers single platform to manage operations



use Propel as PLM: document components, development steps (e.g., design verification steps), reuse building blocks from other development processes

Expedite supplier onboarding with pre-defined process workflows & checklists; real-time exchange of documents; monitor supplier performance

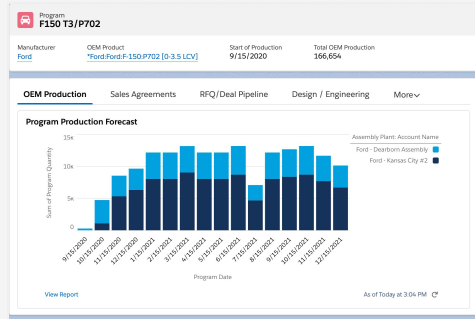
**Fike** shifted to Cloud ERP to overcome disconnected legacy ERP systems and connect their front and back-office

# Several ISV solutions foster process digitization (2/2)



## Acumen

Integrate 3rd party data (IHS / OEM production forecasts) into MFG Cloud; improve production & sales forecast and inventory levels



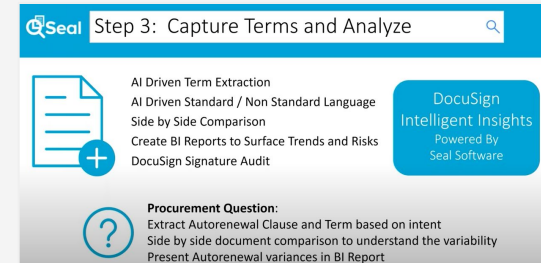
## Sightcall

Equip service experts with tools to resolve cases remotely and reduce asset downtime, via live video and AR capabilities; built on Service Cloud



## DocuSign / Seal Software

Analyse contract terms and SLAs with AI in procurement and distribution



Primarily for tier-1 auto suppliers; other use cases include market share estimation via IHS data and white space identification via Einstein Analytics

KOENIG & BAUER implemented SightCall during Covid and is now solving 80% of service cases remotely

AI-driven insights on contract agreements like cost, compliance risk and optimization possibilities





Thank  
you

BLAZE  
YOUR  
TRAIL

salesforce