Salesforce Industry Solutions

Salesforce Industry Solutions are designed to support digital transformation for Salesforce customers in specific industries by combining industry expertise and best practices. We found that Industry Solutions enabled customers to drive digital transformation by taking advantage of Salesforce investments in applications, processes, data models, and analytics dashboards that reflected a digital-first approach to rethinking traditional industry processes and practices.

Key benefits customers achieved included accelerated time to value, increased revenues, increased customer retention, and reduced operational and IT costs. This aligns with Valoir's State of Digital Transformation Report, which found companies with advanced digital transformation reported roughly twice the revenue growth rate and higher margins than those that were less advanced in their transformation.

AT A GLANCE

Salesforce Industry Solutions customers were able to accelerate time to value by an average of 29 percent and accelerate the pace of change in their environment on an ongoing basis while reducing IT costs by an average of 28 percent.

DEEP DIVE

Valoir surveyed more than 100 Salesforce Industry Solutions customers about their digital transformation results. We further validated the data with in-depth interviews with customers using Salesforce Industry Solutions representing a broad range of industries, geographies, and company sizes.

LONG VIEW

The benefits of digital transformation reach far beyond IT and customer relationship management (CRM). Industry Cloud customers reduced operational costs by an average of 40 percent while increasing flexibility and ability to respond to new market challenges on an ongoing basis.

MONEY: On average, Industry Cloud customers increased revenues by 30 percent by entering new markets, launching new products, increasing market share, and increasing sales and marketing effectiveness.

MARKET: Salesforce differentiates its approach with purpose-built capabilities that drive middle-office customer processes, as well as prebuilt industry apps, integrations, portals, and dashboards.

PEOPLE: Industry Cloud customers increased customer retention by an average of 12 percent and reduced customer service costs by an average of 24 percent.

TECH: Technology vendors are key in digital transformation efforts, not just as enabling providers but as partners providing prescriptive guidance.