

Bridging the customer experience gap

GLOVIA® OM
for Manufacturing

Simplify
Modernize
Grow



Deliver a quality of service that matches the quality of your product with GLOVIA® OM

While advances in technology have helped manufacturers create better products, buyers also have higher service expectations these days. Manufacturers are quickly learning that offering a superior product is no longer a differentiator — and are increasingly focusing on the end-to-end customer experience, not just 'digital' touchpoint experience (e.g. having an extravagant digital eCommerce site will not be enough, consumers want the on-time, timely communicated product delivery experience). This means offering customer-focused experiences to remain competitive in the industry.

That said, what makes for a great consumer-facing experience is not completely aligned to what makes a great business experience. Business experience must account for the needs of employees, partners, and suppliers, and delivering on customer expectations involves coordination across an increasingly complex value chain - **this is where Fujitsu GLOVIA® OM can help.**

GLOVIA® OM focuses on helping manufacturers grow their business from existing clients while improving optimized efficiency to bring in new ones. Helping manufacturers understand the relationship their organization has with its customers, and working to improve it through all engagements with the brand.

GLOVIA® OM is a **Salesforce® native**, fully configurable low code order management solution. It integrates all business processes from sales to fulfillment, with unmatched transparency and efficiency. It can seamlessly integrate with legacy and ERP manufacturing applications, negating the need to 'rip and replace' Systems of Record.

GLOVIA® OM helps manufacturers maximize the potential of their products and improve the Customer Experience (CX) by:



01

Simplifying

Providing an interface between manufacturers and customers

02

Modernizing

Delivering a state-of-the-art platform by modernizing existing distribution channels

03

Growing

Uncovering new revenue streams by connection direct to consumers

Simplify

Mask internal complexity

Today, most manufacturing companies are organized around product lines or business functions that run in silos. Each silo operates as its own business, owns a P&L, and in many cases, data is not shared across the organization. This results in operational inefficiencies that are not centered on the customer and how they interact with the organization, resulting in inconsistent experiences.

Placing orders is difficult. Checking and managing inventory is complex. There is limited visibility into operations. Internal processes and ERP systems are restrictive and expensive to change. This is making manufacturing businesses slow and reactive. Ultimately stopping manufacturing companies from meeting their goals, servicing their customers, and keeping up with the competition.

GLOVIA® OM simplifies the interface to your customers by masking the complexity of your internal processes and systems to create a harmonized view of your operations and customer.

System of engagement


Seamlessly integrate with legacy systems to create a single, accurate source of information for everything from calculating shipping to applying promotions.

Seamless quote-to-cash

Your teams and partners can easily create quotes, make inventory inquiries, apply discounts, and calculate shipping to deliver the right product at the right time, place, and price to your customer.

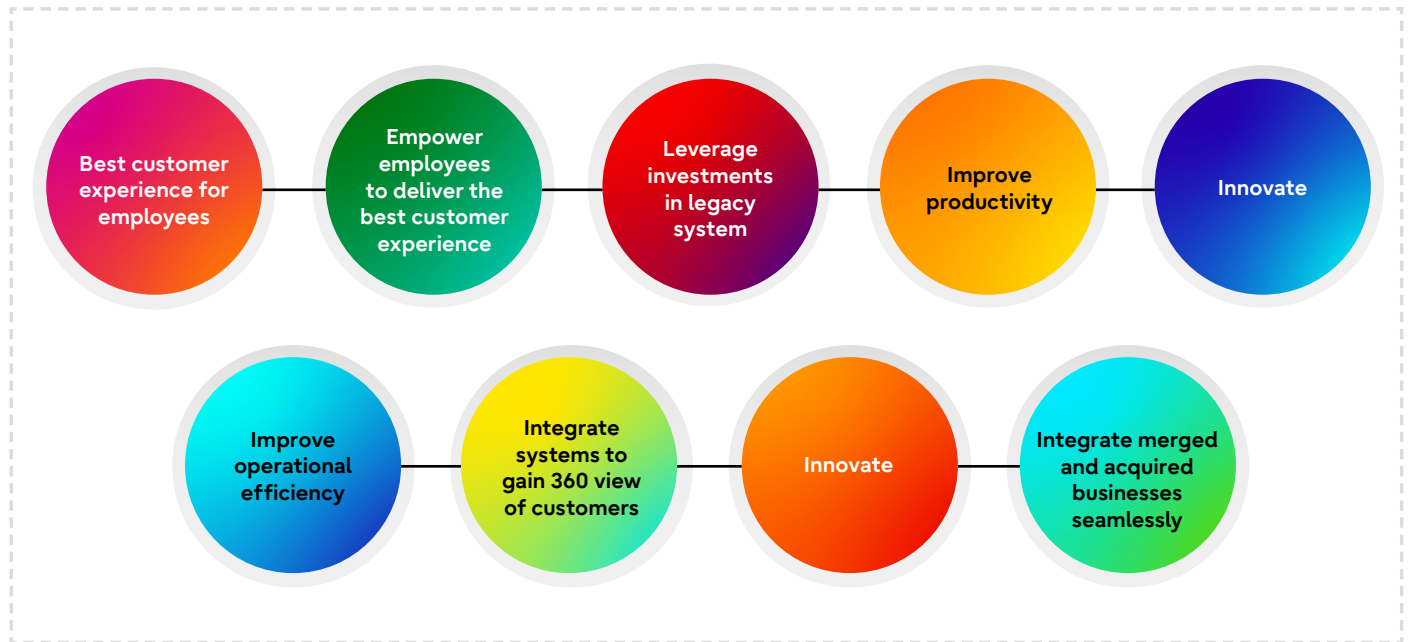
Operational efficiency

Gain real-time visibility into inventory across multiple locations to plan better and quickly respond to emerging needs. Ensuring the information within the sales, service, or fulfillment department is the same as the information across your organization.



A harmonized view

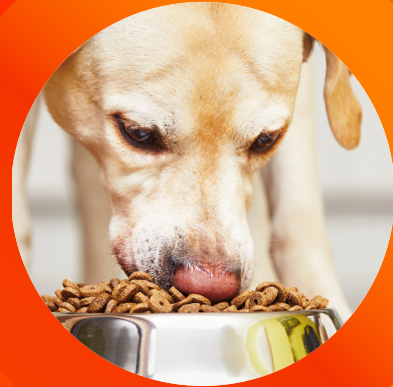
Benefits



Use cases



A top Life and Crop Science company used **GLOVIA® OM** to refine systems to better meet its customer needs. Enabling **rapid real-time access to data** needed to transform how it worked with B2B2C channel partners, resulting in a **95% increase** in point-of-sale data (full and complete B2B2BC POS).



A top manufacturer of nutritional pet food used **GLOVIA® OM** to achieve 70+ integrations across five platforms and 70K customers. **GLOVIA® OM** laid the foundation needed to unify a vast number of processes and systems to empower its teams to **deliver the best customer experience**.

Modernize

Set your partner ecosystem free

You know your partners are an important part of your sales channel. You develop the product, then provide it to channel partners who ultimately sell the product to the customer.

Channel partners must manage sales, market funding, and business operations while fulfilling other demanding business responsibilities. They must manage the success of their operations while providing value to customers. The most critical piece missing from this puzzle for you is an oversight.

GLOVIA® OM maximizes the potential of your existing distribution channel by delivering a modern partner experience platform.

Influence brand experiences

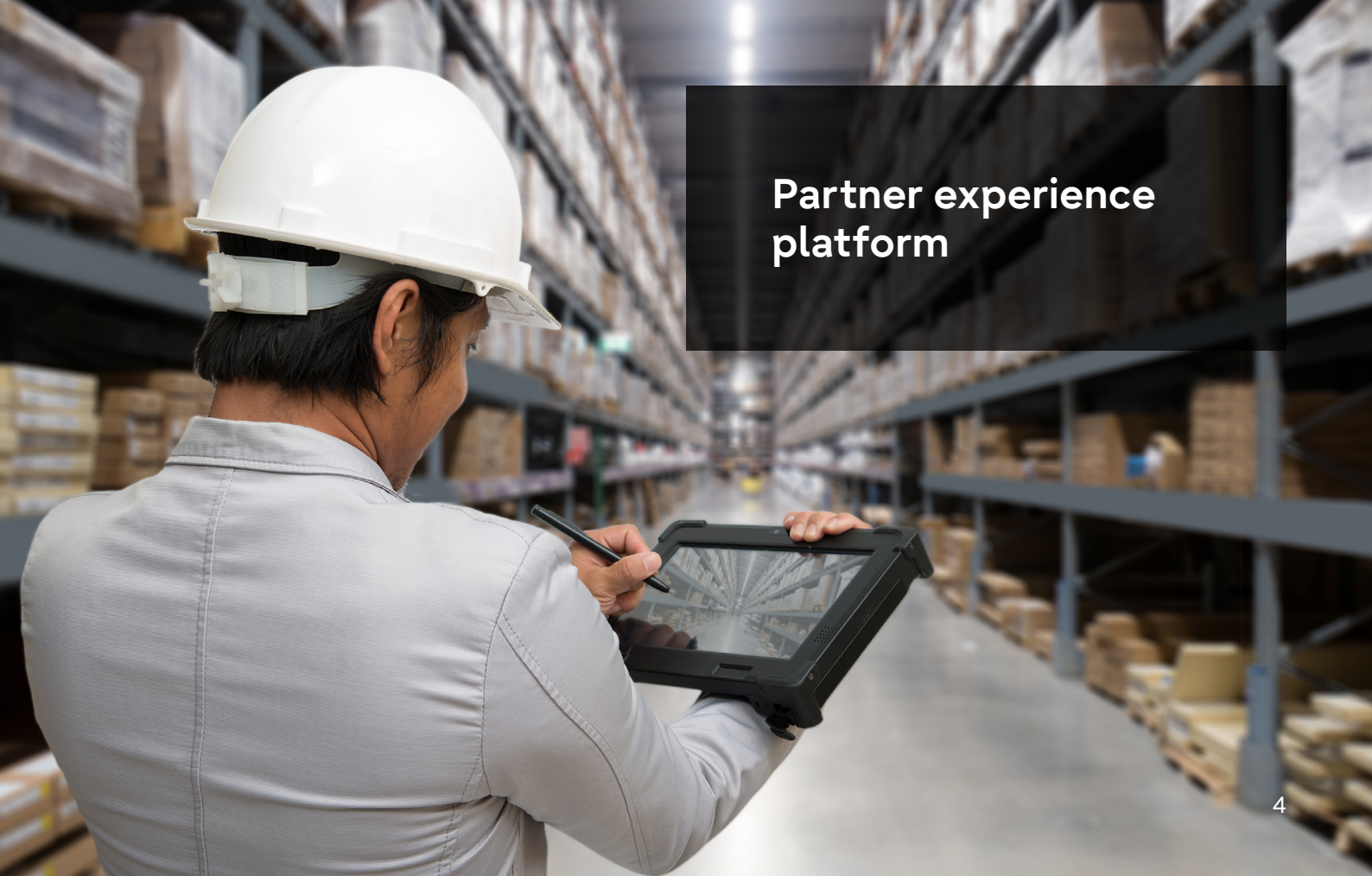
Empower your channel partners with vital real-time information to provide the best possible customer experience for your customer.

Gather vital intelligence

Create a feedback loop to enable your partners to share important information to aid in forecasting, inventory management, and future innovation.

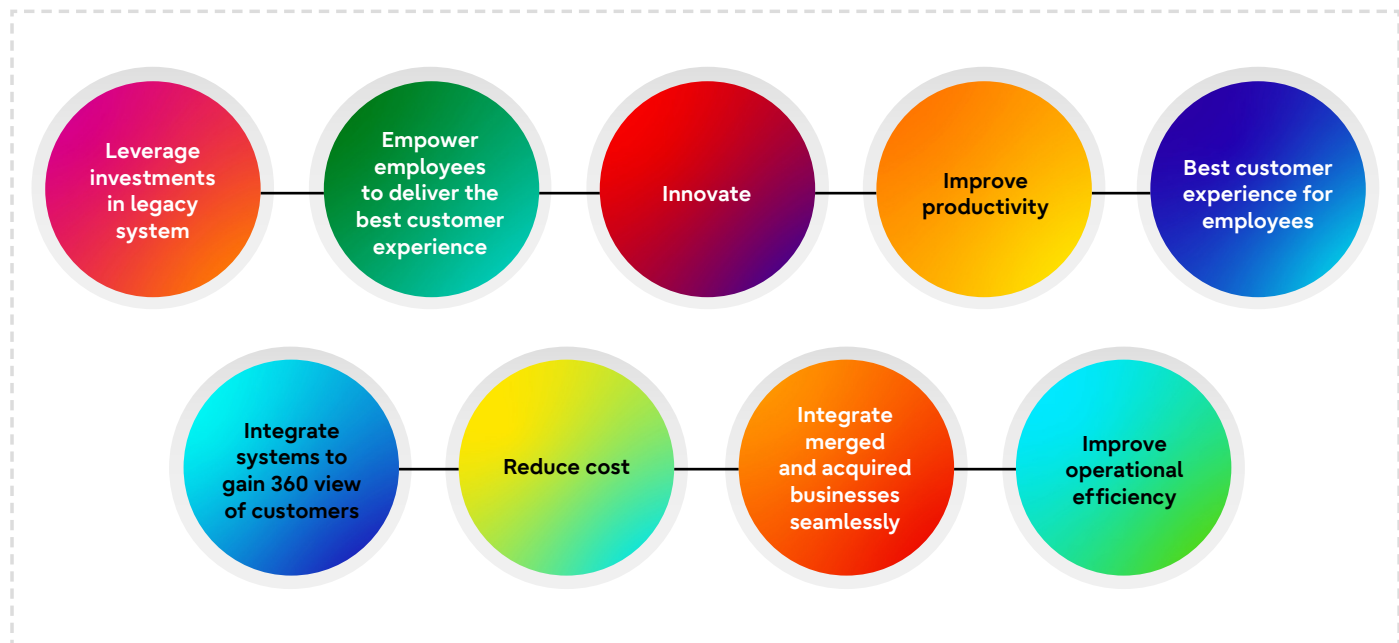
State of the art platform

A simple and easy-to-use user interface that ensures partners spend less time on the system and more time delivering delightful experiences at every touchpoint.



Partner experience platform

Benefits



Use cases



A major imaging firm used **GLOVIA® OM** to launch a marketplace for its dealers to drive value-added services. This end-to-end, user-friendly, automated portal enabled extended benefits such as the ability to **effectively drive software sales, and manage licenses and subscriptions, to hundreds of channel partners.**



This leading healthcare provider integrated **GLOVIA® OM** with its System of Record (SAP) to serve as a System of Intelligence for its partners to **easily manage ordering, receiving, storage and usage of laboratory supplies.**

Grow

Realize your potential

The need for manufacturers to differentiate themselves from their competitors has become increasingly acute over the last few years. Manufacturers are now looking for ways to better meet their brand promise or encourage repeat buying. More and more manufacturers are beginning to shift towards engaging directly with their customers.

Direct to Consumers (D2C) sales models offer you an opportunity to develop a closer relationship with your customers by transacting, delivering, and offering post-sales service on all or part of your product portfolio. However, you face a number of challenges implementing this model in your organizations – from the enormous cost associated with redesigning networks and processes to the fear of precipitating the collapse of your distribution channel.

GLOVIA® OM seamlessly integrates customer-facing functions and provides more timely information that fosters stronger customer relationships, improves stickiness and opens up growth opportunities.

Empower your sales team

Ensure critical information and recommendations are readily accessible to your sales teams out on the field, deliver the best customer experience and drive more sales.

Deliver even more value

Through online and offline apps, customizable RMA processes and so much more, every interaction becomes an opportunity to delight and retain customers.

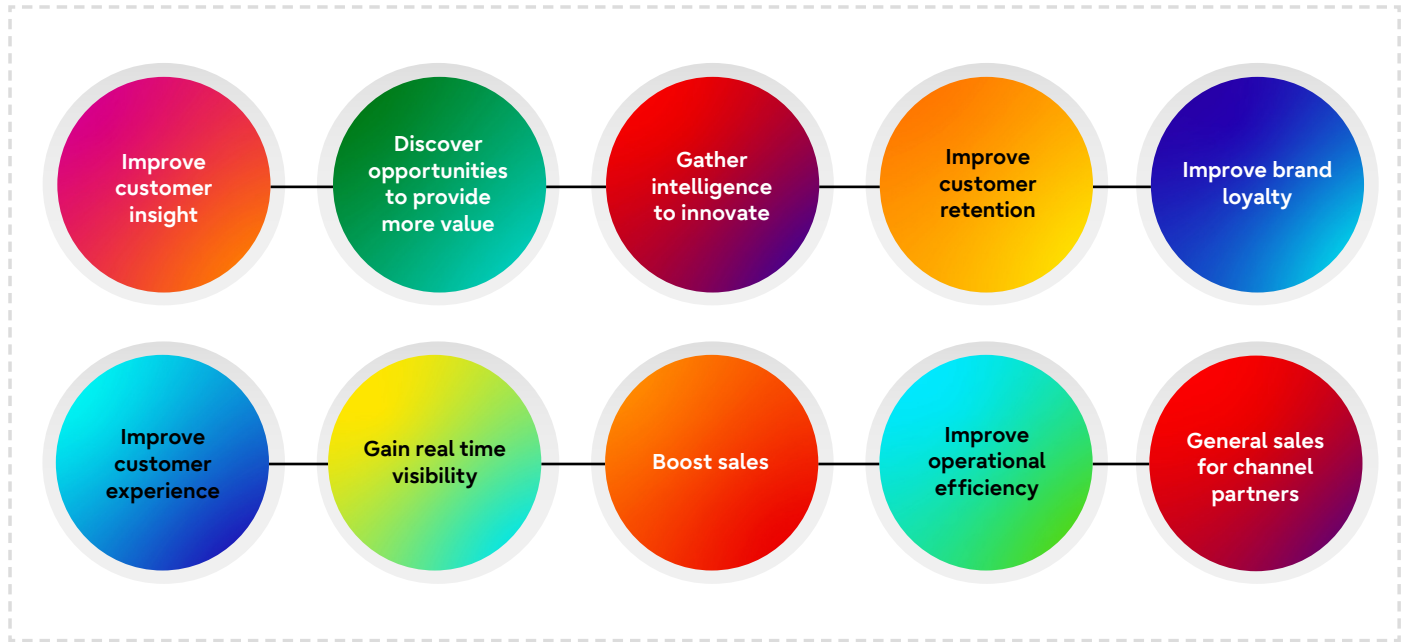
Unlock opportunities

Gain valuable customer insights to help introduce new business models, new value-added services and new revenue streams.



Stronger customer relationships

Benefits



Use cases



A leading Agricultural company utilized the **GLOVIA® OM** simple and easy-to-use mobile app to enable its sales reps to better serve its customers whilst on the go.

Order taking was brought closer to the customer ensuring sales reps spend less **time on the system and more time with the customers.**



A manufacturer of pet food products introduced a **GLOVIA® OM D2C** model that enabled it to introduce e-commerce and subscription services to its customers.

It created a new business model, **delivered more value, and gained complete visibility** of its customer.

Deliver a quality of service
that matches the quality of
your product

Fujitsu GLOVIA® OM

Let's keep the conversation going.

Start today by signing up for a FREE customized
2-hour GLOVIA® OM assessment with seasoned
and experienced industry experts.

gloviaom.com



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