salesforce

CONSUMER GOODS CLOUD

A seamless, intelligent B2B CRM for consumer goods

The traditional distribution model for consumer goods companies has been centered around face-to-face interactions, whether it was sales managers meeting with key accounts or reps executing in field. While direct-to-consumer continues to grow, the traditional model is not obsolete and still accounts for over 90% of revenue streams.

Brands need a way for sales teams to understand what channel partners need in store, how well their products are selling, and prioritize which locations need attention from field reps. They also need to support field teams by providing task management tools that enable reps to execute and audit in-field, quickly and accurately. Brands are now approaching digital transformation faster than ever to deliver agility and accelerate growth.

With Consumer Goods Cloud, brands can deliver agility on a flexible, scalable platform and achieve faster time to value. Consumer Goods Cloud enable brands to modernize the route to market by providing a digital tool that allows brands to align with channel partners more effectively on one platform. It equips sales managers with insights and analytics to understand the opportunities for their accounts and it empowers reps to execute in field. Built on a platform proven for industry innovation, Consumer Goods Cloud accelerates growth from planning to execution.

DID YOU KNOW?

$200B
SPENT ON IN-STORE MERCHANDISING AND MARKETING BY BRANDS

52%
OF CONSUMER GOODS LEADERS ARE NOT SATISFIED WITH HOW MERCHANDISING AND MARKETING PLANS ARE EXECUTED

$104B
WASTED ANNUALLY ON POOR IN-STORE EXECUTION

Source: Salesforce Research: Consumer Goods and the Battle for B2B and B2C Relationships

WORLD'S MOST TRUSTED CRM FOR CONSUMER GOODS TRANSFORMATION
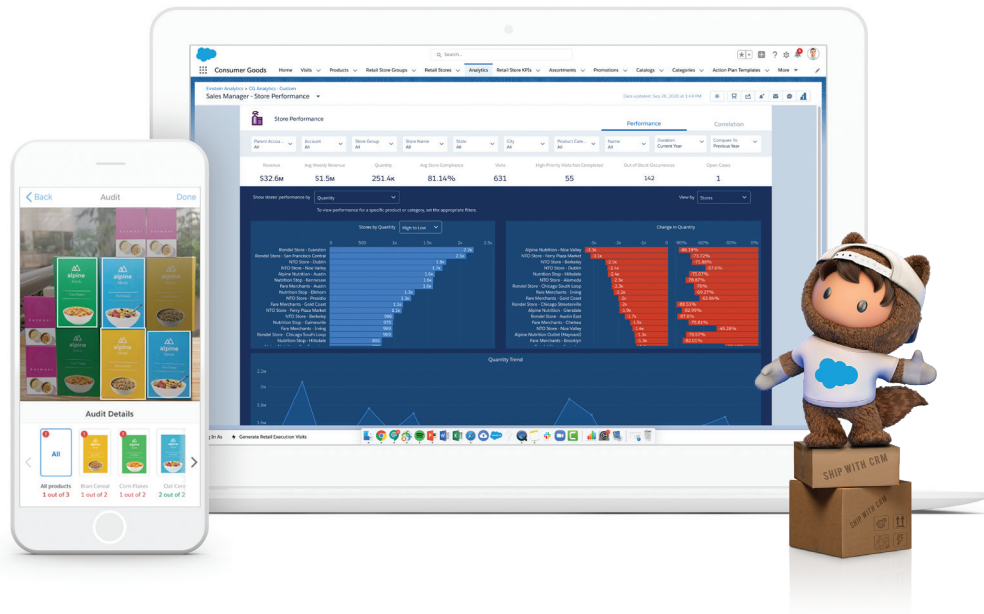
Salesforce Customer 360 gives consumer goods companies a single view of their customer on an intelligent and integrated platform, allowing them to break down silos across their organization. **And now, Consumer Goods Cloud enables companies to accelerate growth from planning to execution.**

CONSUMER GOODS CLOUD

Accelerate growth from planning to execution

MANAGE KEY ACCOUNTS
Integrate sales planning on one platform

- Collaborate and fuel growth with a 360 degree view of your accounts
- Align and track account terms with Sales Agreements
- Schedule store visits easily with one click on Salesforce Maps Advanced Routing

DELIVER INTELLIGENT GROWTH
Infuse intelligence across your business

- Boost field sales performance with Tableau CRM for Consumer Goods
- Prioritize visits with smart recommendations using Einstein Visit Recommendations
- Increase audit accuracy and productivity with Einstein Vision for Consumer Goods

OPTIMIZE FIELD EXECUTION
Drive efficiency and empower field reps to sell more

- Optimize routes with Salesforce Maps to minimize inefficiency and down time
- Manage and assign relevant tasks for each visit
- Maximize in-field sales with mobile order capture

ACCELERATE TIME TO VALUE
Deliver results with solutions built for the industry

- Scale your digital transformation across your organization with industry apps, data models, and integration
- Implement faster with pre-built processes for Key Account Management, Direct Store Delivery, and Field Execution

Learn More at **salesforce.com/consumergoodscloud**

CONSUMER GOODS CLOUD EDITION COMPARISON

✅ Included in base user license 💲 Additional fee applies

Product	Contractor	Merchandiser	Field Sales		Strategic Sales	
Edition	EE	EE	EE	UE	EE	UE
Consumer Goods Cloud Features						
Core						
Action Plans	✅	✅	✅	✅	✅	✅
Basic Inventory Tracking			✅	✅	✅	✅
Consumer Goods Data Model	✅	✅	✅	✅	✅	✅
Chatter	✅	✅	✅	✅	✅	✅
Sales Agreements			✅	✅	✅	✅
Surveys	300	300	300	300	300	300
Field Execution						
Custom Work Tasks	✅	✅	✅	✅	✅	✅
Delivery & Shipments			✅	✅	✅	✅
Direct Store Delivery			✅	✅	✅	✅
Inventory Audit	✅	✅	✅	✅	✅	✅
Price Books	✅	✅	✅	✅	✅	✅
Promotional Compliance	✅	✅	✅	✅	✅	✅
Field Execution Mobile App	✅	✅	✅	✅	✅	✅
Mobile Order Shopping Cart & Checkout			✅	✅	✅	✅
Store Activity Planning	✅	✅	✅	✅	✅	✅
Store Assortment	✅	✅	✅	✅	✅	✅
Store Visit Execution	✅	✅	✅	✅	✅	✅
Store Visit Planning	✅	✅	✅	✅	✅	✅
Surveys (per org)	300	300	300	300	300	300
Salesforce Maps						
Advanced Priority Scheduling					✅	✅
Basic Priority Scheduling			✅	✅	✅	✅
Continuous Routing					✅	✅
Data Trends with Thematic Mapping					✅	✅
External Customer Data					✅	✅
Live Asset Tracking: Mobile	💲	💲	💲	💲	💲	💲
Live Tracking: Mobile	✅	✅	✅	✅	✅	✅
Map Based Territory Layers			✅	✅	✅	✅
Mappable Objects			✅	✅	✅	✅
Marker Layers			Up to 50,000	Up to 50,000	Up to 50,000	Up to 50,000
Routing	✅	✅	✅	✅	✅	✅
Territory Planning			💲	💲	💲	💲
Territory Visualization			✅	✅	✅	✅
Einstein for Consumer Goods						
Tableau CRM for Consumer Goods	💲	💲	💲	💲	💲	💲
Einstein Visit Recommendations					600	600
Einstein Planogram Compliance & Predictions (per user)	500	500	2,000	2,000	5,000	5,000
Core Object Access						
Accounts	✅	✅	✅	✅	✅	✅
Activities, Tasks	✅	✅	✅	✅	✅	✅
Assets	✅	✅	✅	✅	✅	✅
Calendar, Events	✅	✅	✅	✅	✅	✅
Campaigns	Read / Update	Read / Update	Read / Update	Read / Update	✅	✅
Cases	Read / Create	Read / Create	✅	✅	✅	✅
Employee Cases	✅	✅	✅	✅	✅	✅
Contacts	✅	✅	✅	✅	✅	✅
Content	✅	✅	✅	✅	✅	✅
Documents	✅	✅	✅	✅	✅	✅
Entitlements			✅	✅	✅	✅
Knowledge	Read-Only	Read-Only	Read-Only	Read-Only	Read-Only	✅
Leads			✅	✅	✅	✅

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Product	Contractor	Merchandiser	Field Sales		Strategic Sales	
Edition	EE	EE	EE	UE	EE	UE
Opportunities			✓	✓	✓	✓
Orders	Read-Only	Read-Only	✓	✓	✓	✓
Products & Price Books	Read-Only	Read-Only	✓	✓	✓	✓
Quotes					✓	✓
Sales Contracts			✓	✓	✓	✓
Service Contracts					✓	✓
Solutions			✓	✓	✓	✓
Work Orders	Read-Only	Read-Only	✓	✓	✓	✓
Employee Work Orders	✓	✓	✓	✓	✓	✓
User Features						
Console	✓	✓	✓	✓	✓	✓
Engage	$	$	$	$	$	$
Create Knowledge Articles	$	$	$	$	$	✓
Digital Engagement	$	$	$	✓	$	✓
Marketing	✓	✓	✓	✓	✓	✓
Omnichannel	✓	✓	✓	✓	✓	✓
Processes (Process Builder)	✓	✓	✓	✓	✓	✓
Social Starter	✓	✓	✓	✓	✓	✓
SOS	$	$	$	$	$	$
Salesforce CPQ	$	$	$	$	$	$
Workflow, Visual Workflow, & Approvals	✓	✓	✓	✓	✓	✓
User Permission Highlights						
Account Teams	✓	✓	✓	✓	✓	✓
Advanced Sharing	✓	✓	✓	✓	✓	✓
Case Teams	✓	✓	✓	✓	✓	✓
Chatter	✓	✓	✓	✓	✓	✓
Create Flows & Processes			✓	✓	✓	✓
Create Workflow & Approval Processes			✓	✓	✓	✓
Custom Profiles	✓	✓	✓	✓	✓	✓
Custom Permission Sets	✓	✓	✓	✓	✓	✓
Forecasting	✓	✓	✓	✓	✓	✓
Customize Reports			✓	✓	✓	✓
Customize Dashboards			✓	✓	✓	✓
Identity	✓	✓	✓	✓	✓	✓
Identity Connect	$	$	$	$	$	$
Manage Users and Profiles			✓	✓	✓	✓
Opportunity Splits			✓	✓	✓	✓
Opportunity Teams			✓	✓	✓	✓
Profiles and Page Layouts	✓	✓	✓	✓	✓	✓
Record Types	✓	✓	✓	✓	✓	✓
Send Email	✓	✓	✓	✓	✓	✓
Territory Management			✓	✓	✓	✓
Write Apex Code			✓	✓	✓	✓
Custom Apps Limit	UNL	UNL	UNL	UNL	UNL	UNL
Custom Tabs Limit	UNL	UNL	UNL	UNL	UNL	UNL
Custom Objects Limit	10	10	20	20	100	200
Per-org Data Storage	10GB	10GB	10GB	10GB	10GB	10GB
Per-user Data Storage	20MB	20MB	20MB	120MB	20MB	120MB
File Storage	2GB	2GB	2GB	2GB	2GB	2GB
API Calls/Day	1000	1000	1000	5000	1000	5000

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