

ELECTRONICS MANUFACTURER WIDEN TO SALESFORCE

KNOW YOUR CUSTOMER

Company Background:

An international electronics manufacturer offering over 250,000 products to solve business challenges such as increase energy efficiency, enhance safety, operate in harsh environments, manage wiring, and improve grounding systems in and around building structures.

- **Users:** Digital Marketing Manager, Sales, Customer Service Team
- **DEP Lead:** Digital Marketing Manager

UNDERSTAND YOUR CUSTOMER

Use Case:

- Enable sales and customer teams to access digital assets directly from Salesforce, without needing to access Widen
- Connect real-time updates in DAM and Salesforce to allow teams to access latest available version with key metadata

GOALS/SUCCESS CRITERIA

- Enable individuals to upload files from anywhere, without having to log into DAM
- Ensure assets are attached to the right events and profile
- Ensure assets have the correct metadata tagged
- Ensure assets are catalogued correctly
- Ensure assets are assigned to the relevant categories in the DAM (Widen)

GET IN TOUCH WITH US TO FIND OUT HOW WE CAN
TAKE YOUR TEAMS TO THE NEXT LEVEL TODAY.



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