

Salesforce or Entytle: Which Platform Optimizes OEM Aftermarket Revenue?



Introduction

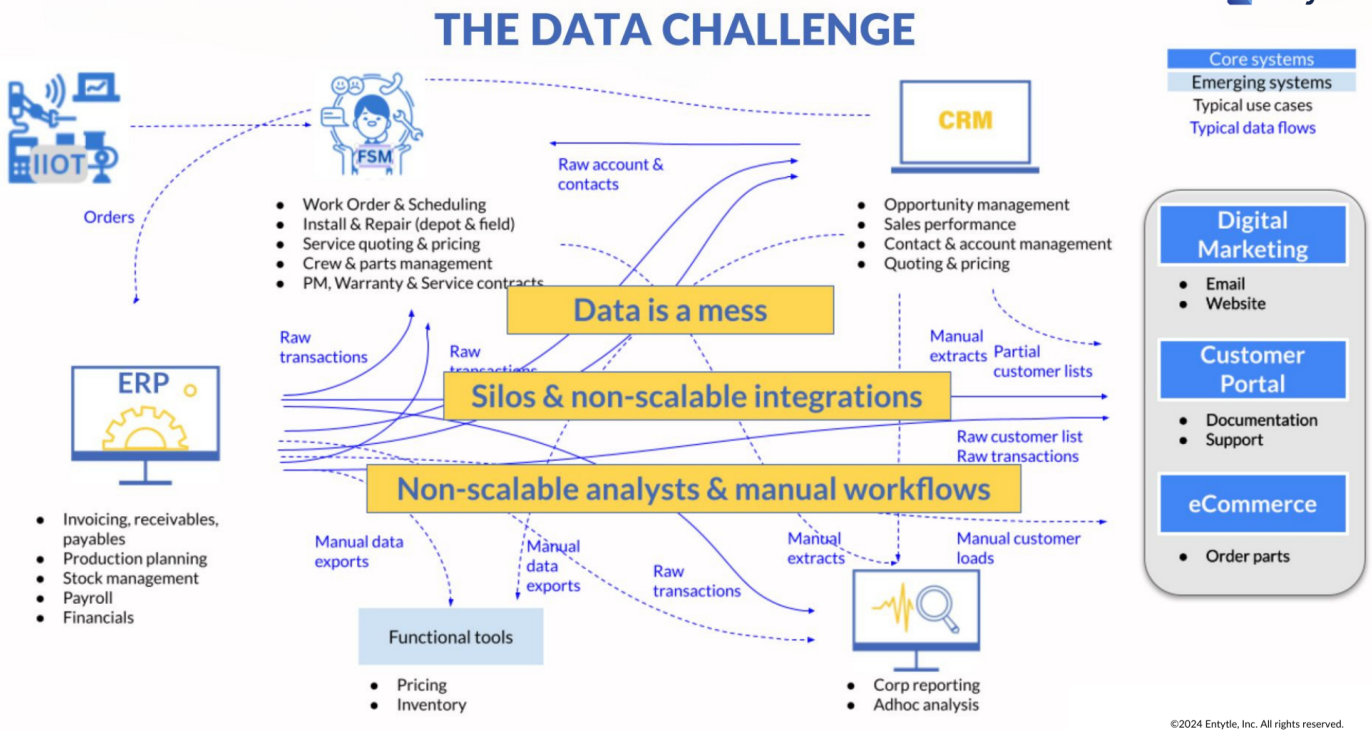
For industrial OEMs, maximizing services revenue from your installed base is a multi-billion dollar opportunity. But generic CRM platforms, like Salesforce, simply needed to be built to handle the complexity of an OEM installed base.

This ebook explores the key challenges Salesforce cannot adequately solve for OEM aftermarket teams and how Entytle's purpose-built platform provides the capabilities needed to drive service growth.

The Aftermarket Challenges Salesforce Can't Solve:

1. **Disconnected Data Sources:** from equipment hierarchies to parts transaction histories, service records and more aftermarket data resides across multiple disconnected systems in different formats. Generic CRMs cannot normalize and relate the complexity of this data.

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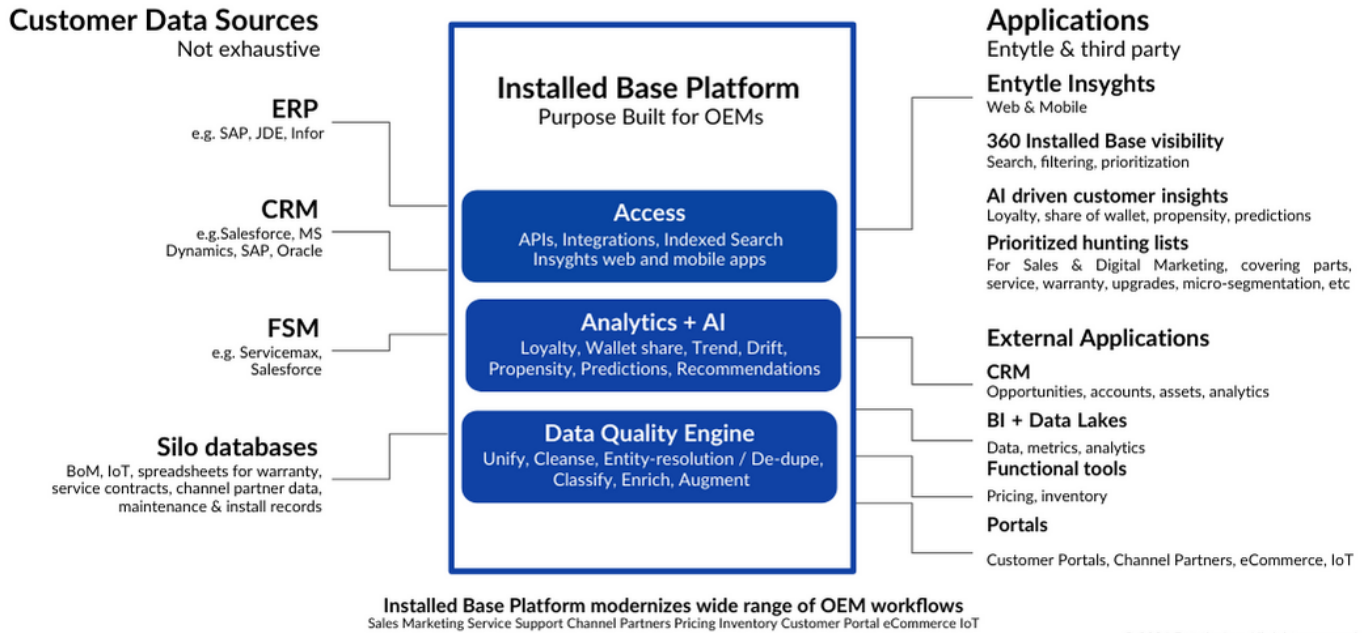
2. **Missing Product Definitions:** Salesforce lacks built-in models for capturing critical product data like bills of materials (BOMs), parts lists, equipment configurations, and much more. This hinders the ability of aftermarket teams to identify service, parts, and upgrade opportunities.
3. **Lack of Specialized Analytics:** while Salesforce provides basic sales funnel analytics, it falls short for industrial OEMs, who need purpose-built models to identify predictive part opportunities, analyze customer health/loyalty scores, probe cross-sell/upsell opportunities, define share of wallet, and more.
4. **Operational Inefficiencies:** without a unified view of all customer interactions and contextual installed base data, aftermarket teams must constantly toggle between multiple systems and data sources - preventing a true 360-degree customer view and taking hours or weeks to develop a customer story.

How Entytle Solves These Gaps

Entytle's Installed Base Intelligence platform was designed specifically to overcome the aftermarket challenges generic CRMs, like Salesforce and others, cannot address:



How it works



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Purpose-Built Data Foundation

- Data Quality Engine to ingest, enrich, and normalize all installed base data sources into a single source
- Captures rich product definitions like BOMs, parts lists, equipment configs
- Applies deduplication, data quality, and governance processes

Specialized Aftermarket Analytics

- AI models to identify predictive parts and service needs Customer health, loyalty, propensity to buy, wallet share analysis
- OEM-specific models like service contract/warranty targeting

Unified Customer 360

- Complete view of all equipment, parts transactions, service histories, warranties, etc
- Effortless visibility into upcoming parts needs, service opportunities, upgrades
- Recommendations with the right offering at the right time

Aftermarket Processes and Workflows

- Intelligent campaign creation to pursue targeted leads
- Automated lead creation
- Embedded sales cycle execution and collaboration

Parameter	Entytle	Salesforce
Purpose Built for OEMs	 Built ground-up for industrial OEM aftermarket needs	 Generic CRM not tailored for complex OEM environments
Full Stack Approach	 Unified data foundation, analytics, AI, and processes	 Requires integrating disparate components
Customer 360 Visibility	 Complete view of all equipment, parts, and service interactions	 Limited to basic account/asset/opportunity data
Customer Management	 Tools to create campaigns, segment customers, manage pipeline	 Basic opportunity management capabilities
Predictive Analytics/AI	 Purpose-built models for aftermarket like predictive parts needs, loyalty, etc.	 Generic models requiring major customization
Managed Service Offering	 Entytle team provides continuous enhancements, best practices	 Need to build and maintain in-house capabilities
Integration	 Pre-built connectors for common OEM systems like ERP, EAM	 Need to build one-off integrations
Sharing/Collaboration	 Designed for cross-team visibility and collaboration	 Collaboration across opportunity/account teams
Mobile Accessibility	 Full mobile access to the platform	 Full mobile access for CRM
Offline Data Access	 Does not provide offline data access at present	 Offline access for basic objects

While Salesforce provides basic CRM capabilities, this head-to-head comparison reveals how Entytle was purposefully designed to address the unique challenges OEM aftermarket teams face in driving services revenue growth.

If maximizing your services business from an increasingly complex installed base is a strategic priority, you need a specialized solution built specifically for industrial OEMs. Salesforce cannot provide the data foundation, analytics, processes, and OEM industry expertise that Entytle delivers.



**START YOUR
FREE TRIAL**

ABOUT US

Entytle, Inc. provides an Installed Base Intelligence Platform that assembles, cleanses, analyzes, and operationalizes Installed Base data so machinery manufacturers can make customer-facing workflows more efficient. Entytle's IBI platform is deployed across thousands of Industrial OEM users. Other applications on the platform include IB HealthCheck, Customer Loyalty Manager, Data Quality Engine, and Entytle APIs, web and mobile interface amongst others that run on the versatile IBI platform. The cloud-based platform includes purpose-built AI that provides a complete 360 view of the Installed Base, intelligent hunting lists, and the ability to orchestrate automation between various tools, systems, or processes. This enables smarter, faster workflows leading to increases in productivity, capacity, and scalability. Industry leaders such as Johnson Controls, Baker Hughes, Peerless Pump, Dematic, Duravant, GEA, and many more trust Entytle to help drive efficiency and growth using their Installed Base.

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