

Reimagining the fashion outdoor:

driving exceptional customer experience and
business growth with Salesforce Application



Meeting Agenda

1

About Tinext

2

Fashion outdoor trends

3

Salesforce ecosystem

4

What's next



About us



1995

Our first Web project



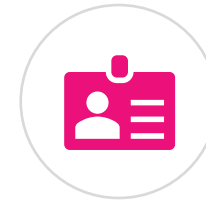
+800

Customers



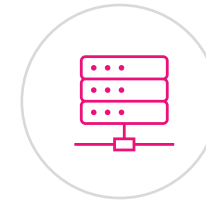
+1500

Projects



+100

Employees



2

Datacenters



Ticino



Geneva



Italy



Dubai



Kuwait

Our Clients

Retail and consumer goods



Financial services



Manufacturing



Telco & Utilities



Tourism & entertainment



Healthcare



Public sector



Scuola universitaria professionale della Svizzera italiana



Key components of successful engagement

STRATEGY

We guide with the development of your **strategic vision** for journey-driven digital marketing programs.



Digital Maturity Assessment



Customer Journey Strategy



Cross-Channel Strategies



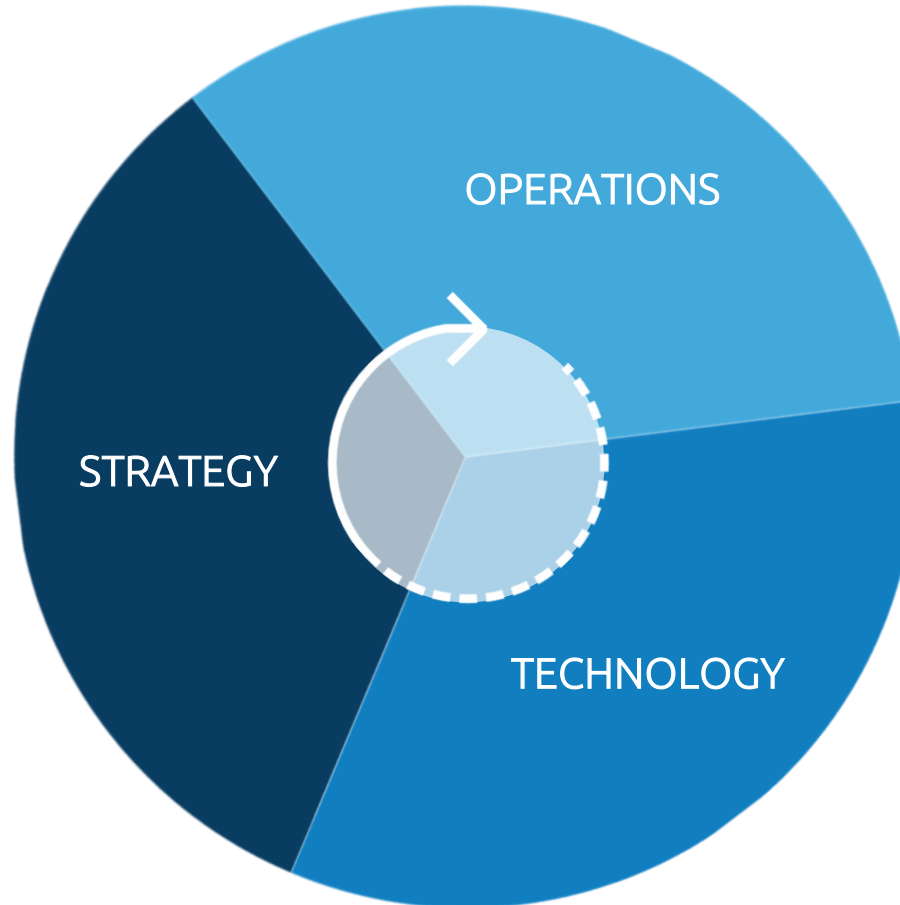
Data analytics



Ecommerce implementation & strategy



UX and UI design



OPERATIONS

We provide **full-service program management** solution to manage accuracy, timeliness, and consistency of all campaigns and journeys.



Design Methodology, and Campaign Deployment



Platform Configuration & IP Warming

TECHNOLOGY

We help you **manage and execute data-driven, automated**, cross-channel marketing programs.



Triggered Messaging, Automation and Workflows



Data Services, API Consultation and System Integrations

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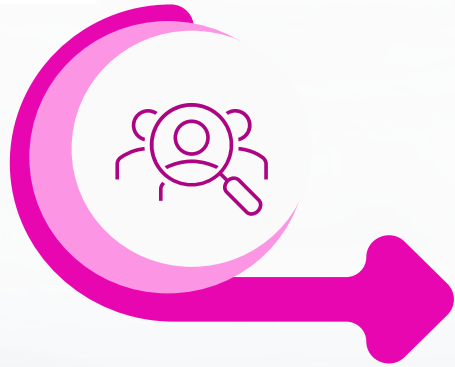
Salesforce ecosystem

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What's next



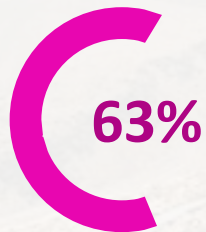
Fashion outdoor digital trends



Hyper-Personalization



consumers would be more likely to make a purchase if the **shopping experience was personalized**



customers expect the brand to **understand their needs and expectations**



Big Data & Analytics



increase in sales for companies that use **data-driven strategies** for pricing strategies and marketing activities



of main fashion outdoor players use **big data analytics** to identify new **market opportunities** and improve **segmentation**



Artificial Intelligence



cut of digital-retail operations for marketing, customer service, inventory and planning.



services managed through **virtual assistants** or **AI-powered processes** by the end of the year by major brands

How to achieve digital goals



DATA MINDSET

in order for all internal members of the company to **be sponsors of strategic digital transformation projects**



TRUSTED PARTNER

to **supports your brand** in all digital transformation processes thanks to **implementation skills** and the definition of a **digital roadmap**



TECHNOLOGY

that has **all the features you need in a single product**, scalable over time and effective

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CRM & MarTech solutions

The professional implementation of a Digital transformation activities allows our clients to improve and empower business processes & activities to achieve their business goals, both towards internal and external stakeholders.

Tinext offers smart systems powered by Salesforce to accelerate the digital transformation of your business, coordinating each activity in a centralised way.

With Salesforce technology and our consultant support, our customers can build solid processes based on their needs, through an optimal information assets management and the use of data as a lever for the implementation of a successful strategy.



COMMERCE

A dedicated **e-commerce platform** to offer a comprehensive B2C and B2B Commerce functionalities

COMMUNITY CLOUD

To create customised **community experiences** for customers, partners and employees

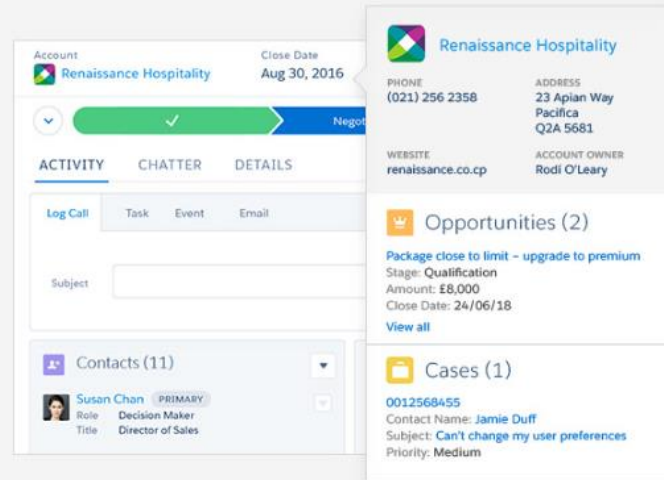


Sell faster, sell smarter, sell more

Know your customer, close more sales.

Track and monitor every customer's sales journey from start to finish in one place.

Use automation and sales management tools to sell more efficiently so you can focus on delivering a great customer experience and closing deals.

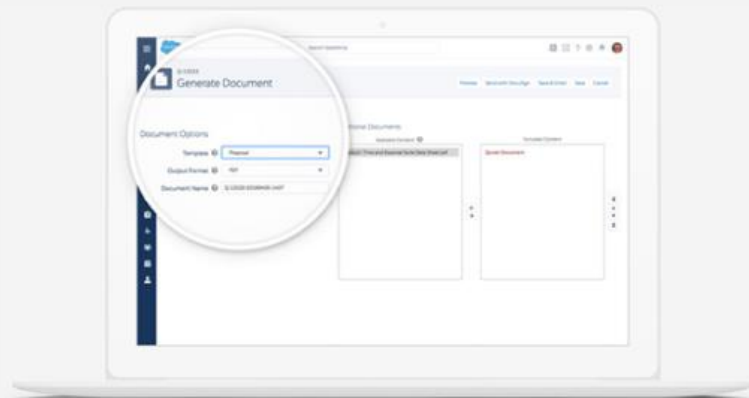


Clear insight, one click reports

Easily set up and access **real-time reports** so you're always up to date with what's happening.

Company-wide **pipeline visibility** shows top performing teams and individuals.

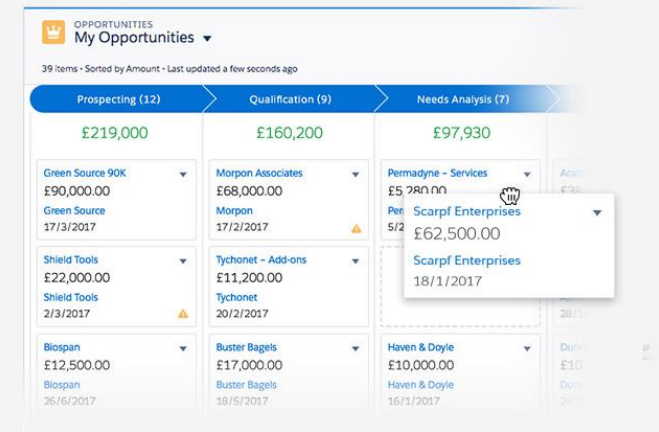
Accurate **forecasting and reporting** gives you the information needed to make critical decision and hit targets



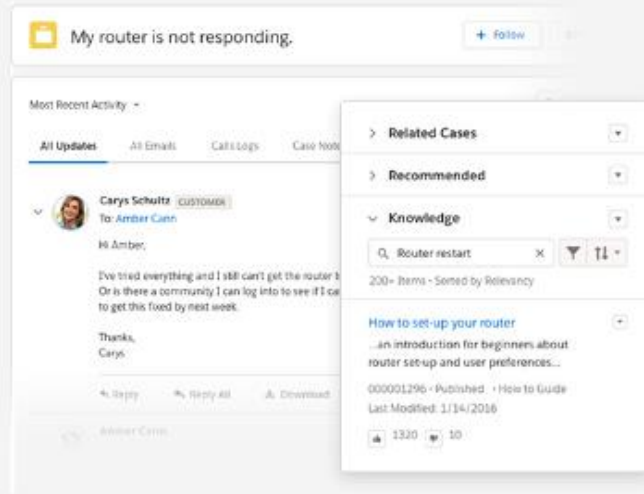
Less time on admin, more time on selling

A single view of each customer means your team can **focus on sales strategies**, not record keeping.

Securely **access and share information** wherever, whenever, with the Salesforce Mobile app.



Better customer service means happier customers



Optimize your workflow for faster, more accurate, customer service.

Bring customer service cases from across channel into a **single customer view**.

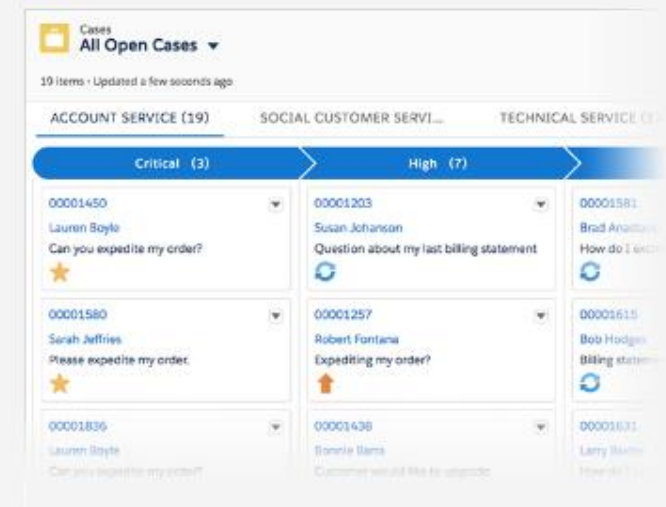
Improve **time resolution** by building a knowledge base so your team can find answer quickly.

Automate repetitive tasks so your team can focus on keeping customers happy.

Give your service team the full picture with a **single customer view**.

Service Cloud gives your **team a single view of every customer**, from their first click to their last call.

Reduce handling time by seeing all customer details and interactions on one screen. Customer information, case history, purchasing history etc.

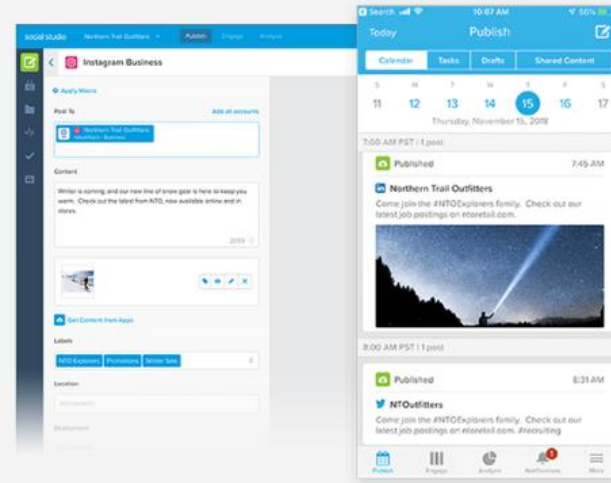


Optimize the entire marketing funnel

Manage B2C or B2B Marketing Efforts

Adapt to your customer's changing behaviour by accelerating the adoption of digital channels and deliver audience-specific messages in the right moment.

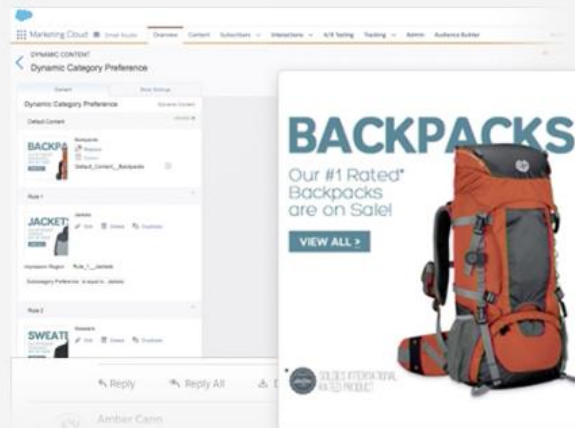
Deploy campaigns quickly, collaborate with your team using mobile apps, and keep your customers engaged



Manage B2C or B2B Marketing Efforts

Whether your customer is a business or a consumer, use one world-class digital.

Marketing platform to unify data sources, personalise on every channel, engage in any stage of their relationship with your brand, and measure the performance of every campaign.



Speak the language of your customers with personalized digital communications.

Listen to your customers, partners and teams. Use real-time data to understand their needs and support them with marketing that meets them where they are.

View unified marketing performance data, make spending decision in real time, and maximize the engagement of your campaign as you go.

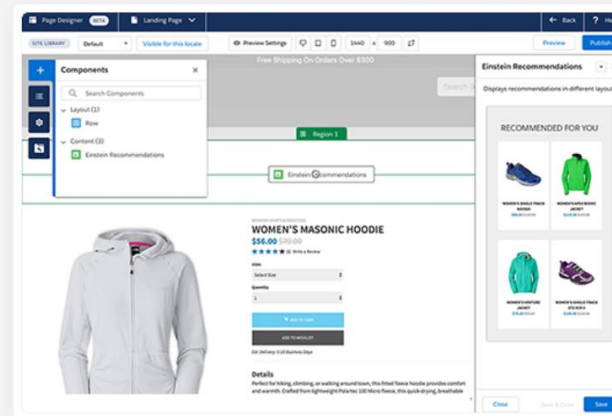


A powerful commerce toolkit to optimise your e-store

Connect to shoppers anytime, anywhere with our B2C ecommerce solution.

Salesforce B2C Commerce can help you create unified, intelligent digital commerce experiences, both online and in the store.

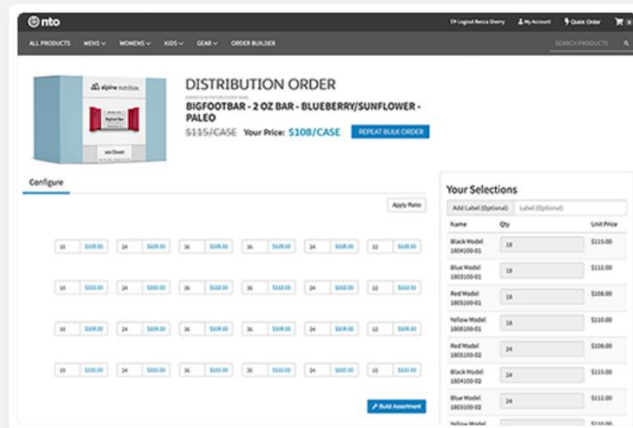
Convert more shoppers by leveraging social extensions, optimising for mobile, empowering a world-class customer service team, and add a personal touch with product recommendations.



Manage B2C or B2B Marketing Efforts

Order Management allows you to streamline your online processes. Provide the very best customer experiences through smarter and faster shipping, optimisation of order lifecycles and history, and a seamless integration between Order Management and other cloud or on-premise systems.

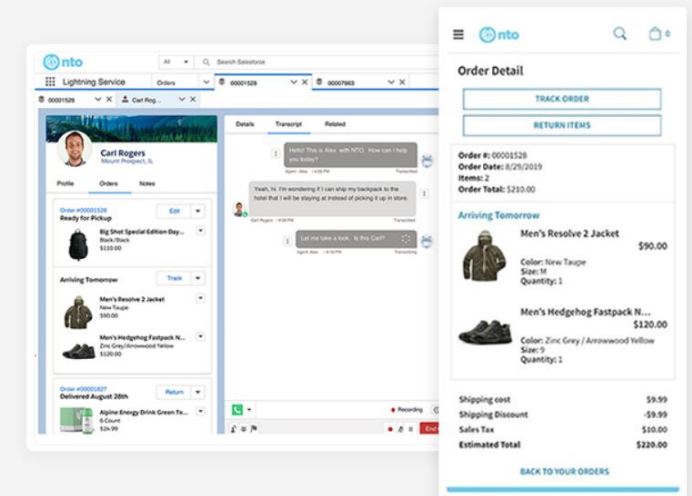
Get easy-access to your unlimited product range and serve customers, even when stock isn't immediately available in store.



Speak the language of your customers with personalized digital communications.

Salesforce B2B Commerce offers buyers the seamless, self-service experience of online shopping with all the B2B functionality they demand.

Empower your sales teams with industry tailored solutions that support manufacturers as they go digital, and adapt to changing markets and customers faster by creating new business models on demand.



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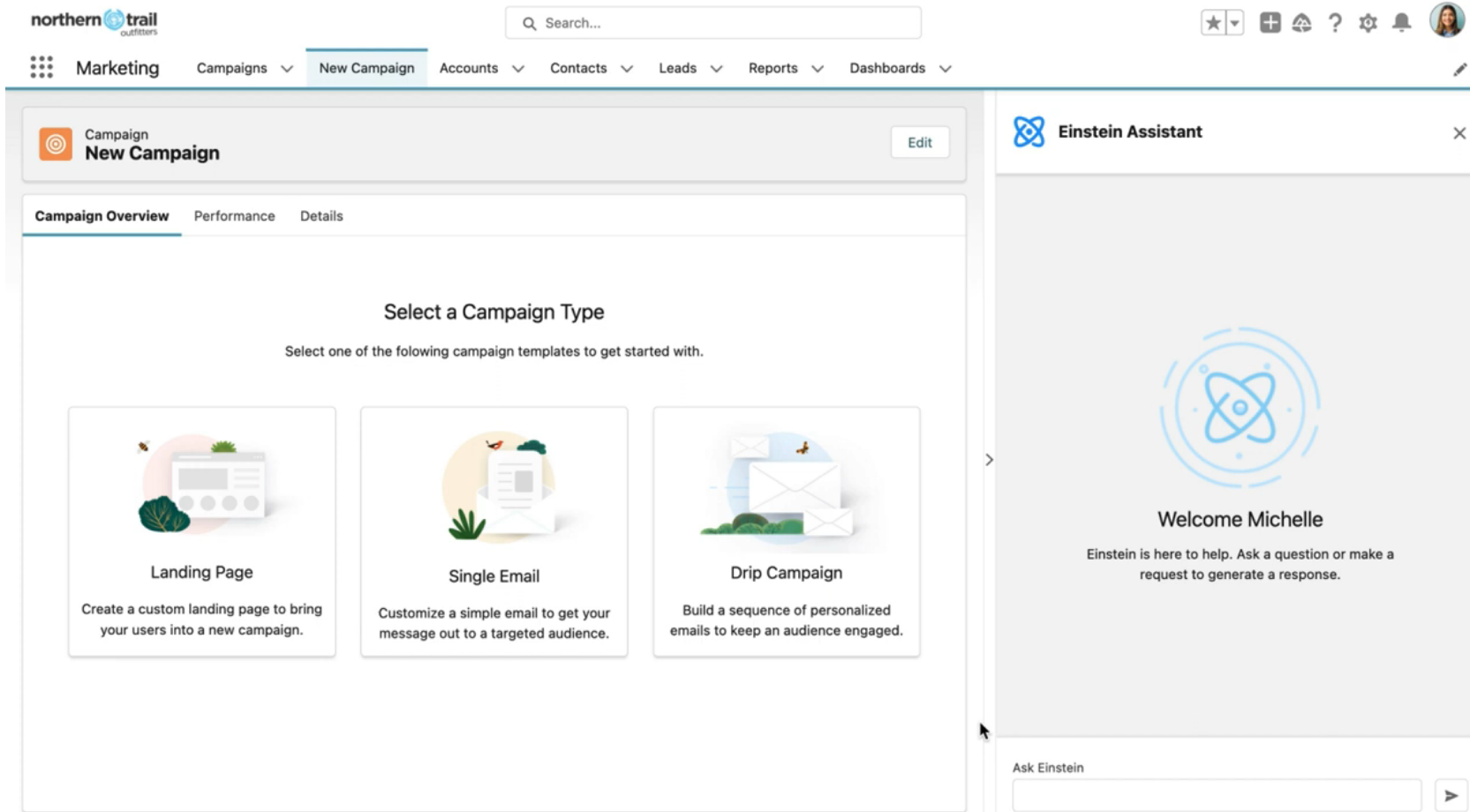
What's next



Einstein GPT

- ▶ Automation of all CRM processes with a simple insight
- ▶ Support for defining an **account growth strategy** and other **key activities**
- ▶ Translating operational needs into **ready-to-use Salesforce code**

Einstein GPT for Marketing



The screenshot displays the Northern Trail Outfitters marketing dashboard. The top navigation bar includes the company logo, a search bar, and various menu items like Campaigns, Accounts, and Reports. The main content area is titled "Campaign Overview" and features a "Select a Campaign Type" section with three options: Landing Page, Single Email, and Drip Campaign. To the right, the Einstein Assistant interface is open, showing a welcome message for Michelle and a prompt to ask a question or make a request.

Campaign Overview Performance Details

Select a Campaign Type
Select one of the following campaign templates to get started with.

- Landing Page**
Create a custom landing page to bring your users into a new campaign.
- Single Email**
Customize a simple email to get your message out to a targeted audience.
- Drip Campaign**
Build a sequence of personalized emails to keep an audience engaged.

Einstein Assistant

Welcome Michelle
Einstein is here to help. Ask a question or make a request to generate a response.

Ask Einstein

- ▶ Full support for **self-creation** of editorial and **graphic content**
- ▶ Less time spent on marketing manual and **repetitive tasks**
- ▶ **Time to market reduction**

The Salesforce logo is a blue cloud shape with the word "salesforce" written in white lowercase letters inside it.

salesforce

world tour Milano

4 Maggio 2023
Milano

Tinext è Partner Sponsor Gold
al World Tour Milano

The Tinext logo is a large white circle containing the word "TINEXT" in bold black uppercase letters, followed by a red right-pointing arrow. The circle is set against a light blue background with decorative elements like butterflies and flowers.

TINEXT ▶

Thank you for your attention



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DAGORÀ

ASSOS
OF SWITZERLAND



FASHION OUTDOOR RETAIL
Community Day

20th April 2023 at 17.30

at DAGORÀ
Lifestyle Innovation Hub

Luca Bergliaffa
Director of eCommerce
Project Management
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