



ketteQ White Paper

The Ultimate Guide to Unlocking Salesforce Multi-Cloud Value with Supply Chain Intelligence

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The Ultimate Guide to Unlocking Salesforce Multi-Cloud Value with Supply Chain Intelligence

How ketteQ Completes the Salesforce Platform for Revenue, Service, and Growth

By Sneha Bishnoi and Frank Borovsky

Introduction: The Missing Piece in Salesforce Multi-Cloud

Salesforce has become the backbone of customer-driven enterprises. Sales Cloud, Service Cloud, Commerce Cloud, Marketing Cloud, Manufacturing Cloud, and now Data Cloud offer a comprehensive suite designed to drive revenue, service, and growth. Yet, despite all this power, a critical piece is still missing: supply chain intelligence.

A manufacturing sales rep promises a delivery date they can't commit to. A service technician shows up without the right part. A commerce order stalls because fulfillment lags demand. These aren't isolated mishaps but systemic symptoms, even inside organizations investing in Salesforce multi-cloud solutions.

For manufacturers and service-driven companies, what happens in the back office, inventory, planning, and fulfillment ultimately determines the success of the front office. Without visibility into these areas, even the most advanced CRM environments struggle.

Why Supply Chain Intelligence Matters for Multi-Cloud

Salesforce's clouds excel at managing customer relationships, revenue workflows, and service interactions. However, when execution depends on supply availability, logistics constraints, or production schedules, CRM systems can't carry the weight alone.

Furthermore, commitments risk being inaccurate or disconnected from operational reality without constraint-based planning and real-time supply chain intelligence.

The business impact is felt everywhere:

- Revenue loss when deals slip because delivery dates are uncertain.
- Customer disappointment when service appointments can't be fulfilled.
- Operational waste occurs when finance absorbs excess inventory or expedited shipping costs.
- Erosion of trust when the front office overcommits and the back office can't deliver.

By embedding supply chain intelligence into Salesforce, companies can transform every customer interaction into a confident, execution-ready decision. Instead of hoping the back office can catch up, the front office gains real-time visibility and adaptive planning tools that allow it to move with certainty.



ketteQ: The Only Supply Chain Planning Solution Built Natively on Salesforce

Unlike middleware integrations or bolt-on solutions, ketteQ is built 100% on Salesforce, and that **distinction matters**.

One of the most common questions is: "Will I have to overhaul my ERP system to use ketteQ?" The answer is no. ERP remains the system of record, while ketteQ becomes the system of engagement, translating ERP-driven supply chain data into the front-office context where Sales, Service, and Commerce teams operate.



Because it is native, Salesforce users adopt it quickly with no new interface to learn and no new security framework to manage. It directly connects ERP-driven supply chain data into Salesforce objects, eliminating the need for custom middleware.

What sets ketteQ apart?

- 1 | Native to Salesforce:** familiar UI, instant adoption, no extra security framework.
- 2 | Powered by PolymatiQ™:** our agentic AI engine connects ERP-driven supply chain data directly into Salesforce objects with no middleware required, so users get rapid value with zero friction.
- 3 | Embedded Intelligence:** equipping every cloud with adaptive planning and execution tools.
- 4 | AI with Real Context:** decisions that stick, not just theoretical plans.



And perhaps most importantly, ketteQ delivers value in months, not years. Traditional supply chain planning systems often require long, disruptive ERP projects to demonstrate value. ketteQ flips that equation, proving impact quickly while protecting existing ERP investments.

Multi-Cloud in Action: Real-World Success Stories

The best way to understand the impact of ketteQ is to see it in action across the Salesforce multi-cloud ecosystem:



Sales Cloud



Before ketteQ, sales reps had no visibility into inventory or production schedules, leaving them to guess at delivery dates. With ketteQ, they can now commit to accurate promise dates during the sales call, boosting confidence, on-time delivery, and repeat revenue.

- **Bonide:** Enabled rapid deal velocity, going from introduction to signed contracts in just four months while improving delivery commitments.
- **ACG:** Transformed Sales Cloud into a fulfillment-aware demand engine, automatically generating promise dates at the opportunity stage, improving customer satisfaction and collaboration across sales and operations.
- **Trimble:** Replaced spreadsheets with ketteQ for 100+ users in just three months, improving forecast accuracy, pipeline confidence, and sales productivity by 5%.



Service Cloud



Service organizations depend on accurate, real-time information to keep customers happy. ketteQ brings fulfillment visibility directly into Service Cloud.

- **Coca-Cola Japan:** Empowered 1,200+ service agents with real-time parts availability, dramatically improving service scheduling and resolution times.
- **Johnson Controls:** Began with a chiller business pilot, quickly proving value. The pilot became production and expanded globally, standardizing on ketteQ for consistent service visibility and accurate promise dates across six regions.



Commerce Cloud



For contract manufacturers, launching new products is fraught with uncertainty. ketteQ aligned supply planning with global sales campaigns for top brands.

- **Cosmetica Labs:** Enabled predictable production and delivery schedules for new product launches, supporting OEMs like L'Oréal and Unilever. That reliability became a competitive edge in winning repeat business.



Marketing Cloud



Aligning sales campaigns with fulfillment capacity drives both growth and customer satisfaction.

- **NCR Voyix:** Connected supply chain data to lead generation and campaign management, ensuring promotions and campaigns were based on real delivery capabilities, not guesswork.



Manufacturing Cloud



S&OP processes often break down when sales and operations are disconnected. ketteQ closed the gap by embedding planning directly in Manufacturing Cloud.

- **The Greenery:** Brought forecasts and operations into the same system, erasing the disconnect. Real-time alignment meant sales no longer had to negotiate delivery promises blindly; both teams worked from the same reality.

S&OP: The Meeting That Runs the Business

The Greenery's story highlights the central role of Sales and Operations Planning (S&OP). At its core, S&OP is about aligning demand forecasts, supply capacity, inventory strategy, and financial goals in a single, cross-functional plan.

If done well, it creates transparency, sharper forecasts, and better customer experiences.

If done poorly, it creates silos, costly surprises, and broken promises. With ketteQ embedded in Salesforce, S&OP becomes a real-time execution engine; a living process that continuously aligns sales, operations, and finance with customer demand.

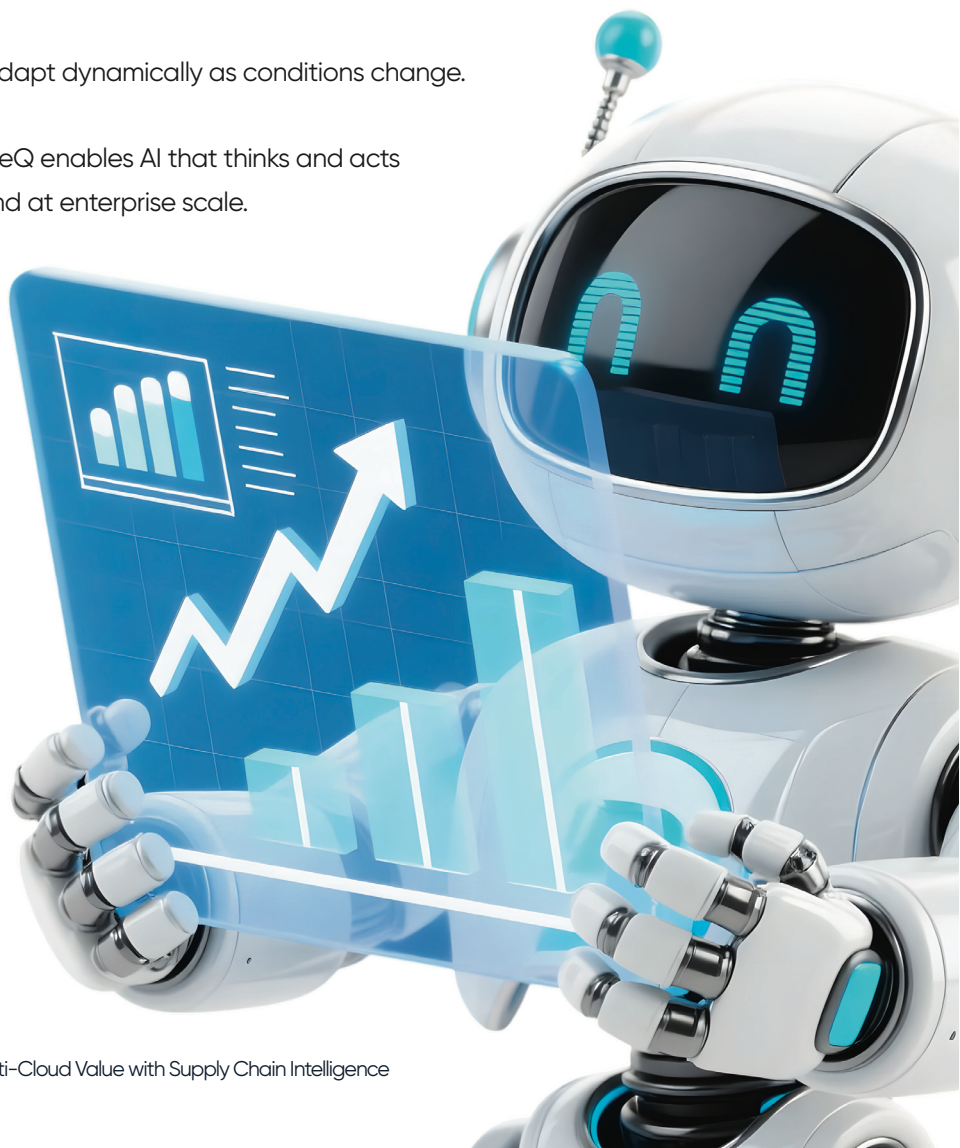
Agentforce + ketteQ: AI That Acts Like a Human

Salesforce's Agentforce represents a bold step into the future with AI agents capable of acting on behalf of users. But AI alone isn't enough. Without context, it risks making decisions that look efficient on paper but fail in execution.

That's where ketteQ's PolymatiQ™ agentic AI solver engine changes the equation. Running thousands of probabilistic simulations, it doesn't just identify a plan; it identifies the best plan based upon the variables your team wants to optimize. Promise dates stick.

Fulfillment routes minimize cost and risk. Plans adapt dynamically as conditions change.

By feeding this Intelligence into Agentforce, ketteQ enables AI that thinks and acts like a human, but only faster, with more data, and at enterprise scale.



Executive Benefits

Every executive tasked with growth, profit margin improvements, efficiency, and resilience gains when ketteQ is added to the Salesforce multi-cloud mix.

CIOs

Deliver measurable value without adding complexity. Because it's native to Salesforce, adoption is rapid, security is seamless, and ERP investments are protected. CIOs drive innovation without disruption and extend the value of existing platforms.

COOs and Supply Chain Leaders

Transform planning into a competitive advantage. With ketteQ, operations leaders move beyond firefighting to orchestrating revenue, service, and margin outcomes. They gain end-to-end visibility, adaptive scenario modeling, and the ability to align production, inventory, and fulfillment with real-time demand, making them front-office enablers of growth and customer experience.

CFOs

Gain clearer visibility into the financial impact of every decision. Better forecast accuracy, scenario modeling, and working capital insights enable finance leaders to strengthen margin management, balance risk and opportunity, and confidently guide smarter investments.

CROs

Improve pipeline confidence with fulfillment-aware demand signals, accurate promise dates, and reliable delivery commitments. Sales leaders accelerate revenue capture, close deals confidently, and build greater customer trust.

Service Leaders

Ensure the right parts, products, and resources are available at the right time. Proactive planning reduces downtime, enhances loyalty, and creates new recurring revenue streams that drive long-term growth.

Marketing Leaders

Connect campaigns to real customer outcomes. Improved demand sensing and forecasting align promotions with supply capabilities, ensuring brand promises are delivered and marketing spend generates maximum impact.

When each leader sees their domain strengthened, the enterprise becomes more agile, efficient, and resilient



Conclusion: From Potential to Reality

Salesforce's multi-cloud strategy is one of the most powerful enterprise platforms ever created. But without supply chain intelligence, its potential is incomplete.

ketteQ makes multi-cloud value real. By embedding adaptive supply chain planning directly into Salesforce, ketteQ empowers every cloud, equips Agentforce with Intelligence, and delivers measurable results in months, not years.



As Mike Landry, CEO of ketteQ, puts it:

"Salesforce's multi-cloud ecosystem is a powerful platform to manage customer relationships and grow revenue. ketteQ adds the missing link: native, adaptive supply chain intelligence, so every Salesforce cloud delivers even greater value."

As Bruce Richardson, Chief Enterprise Strategist at Salesforce, explains:

"For Salesforce customers, ketteQ connects supply chain intelligence directly into the platform. With real-time promise dates and adaptive planning, organizations can work smarter across Sales, Service, and Manufacturing Clouds, collaborate seamlessly in Slack, leverage Agentforce™, and achieve measurable results."

For manufacturers, Salesforce + ketteQ isn't just multi-cloud. It's multi-cloud fulfilled.

About the Authors

Sneha Bishnoi is Vice President of Product Management at ketteQ, where she leads product strategy and innovation for adaptive supply chain planning solutions built on Salesforce. She has extensive experience implementing legacy supply chain planning systems at leading companies worldwide, giving her a unique perspective on the limitations of traditional approaches and the opportunities unlocked by modern, AI-powered planning. With a background spanning product management, consulting, and data science, Sneha brings deep expertise in operations research, advanced analytics, and digital transformation. She holds a master's degree in operations research from Georgia Tech and a Bachelor of Engineering in Computer Engineering from the University of Mumbai.

Frank Borovsky is Principal at B2Beyond, providing digital transformation consulting services to manufacturing and commercial services companies. A former Salesforce Vice President for Manufacturing, Automotive, and Energy, he has over 30 years of experience helping global manufacturers align front-office growth with back-office execution. Frank co-founded the Salesforce Manufacturing Summit and has held leadership positions at companies including Honeywell, Eaton, Ricoh, and Ingersoll Rand.



Ready to learn more?

Visit www.ketteQ.com/salesforce to explore how ketteQ can help unlock the full value of Salesforce multi-cloud.



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