



ketteQ White Paper

The Salesforce AE & SE Guide to Unlocking Multi-Cloud Value with Supply Chain Intelligence

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How ketteQ Adaptive Supply Chain Planning Solutions Helps You Deliver More Value to Clients and Capture More Value for Yourself

By Sneha Bishnoi and Frank Borovsky

Introduction: Extending Your Client Value Delivery Capabilities

As a Salesforce AE or SE, you're on the front lines of helping clients unlock the full potential of Salesforce multi-cloud. You guide strategy, showcase innovation, and drive adoption that delivers measurable business outcomes. Your success is tied directly to creating value for your clients. When they succeed with Salesforce, you succeed in achieving your quota, building trust, and expanding long-term relationships.

Salesforce already offers one of the most comprehensive enterprise platforms in the world. Sales Cloud, Service Cloud, Commerce Cloud, Marketing Cloud, Manufacturing Cloud, and now Data Cloud provide a powerful suite designed to drive revenue, service excellence, and sustainable growth.

But even with all that power, there's a missing link: **supply chain intelligence**.

For manufacturing and service-driven clients, what happens in the back office, inventory management, production planning, and fulfillment execution ultimately determines front-office success. Without visibility into these areas, even the most advanced Salesforce implementations face frustrating blind spots:

- Sales reps can't commit to precise delivery dates.
- Service agents struggle to confirm the right part at the right time.
- Commerce teams can't bridge the gap between promise and fulfillment.

These problems aren't isolated; they're systemic. And they create barriers to adoption, growth, and client satisfaction.

This is where ketteQ completes the Salesforce multi-cloud story.

With its Salesforce-enabled architecture and solutions, ketteQ connects ERP-driven supply chain data directly into the front office. It empowers every cloud with real-time visibility, adaptive planning, and intelligent execution. If Salesforce is the engine of customer-driven growth, ketteQ is the high-performance transmission that connects that engine to the wheels, unleashing its full power on the road.



In This Guide, You'll Find

- Why supply chain intelligence is the missing link in Salesforce multi-cloud success.
- How ketteQ, built 100% on Salesforce, empowers you to deliver more value to your clients.
- Real-world success stories you can use with prospects from Bonide, Carrier, ACG, Trimble, Coca-Cola Japan, Johnson Controls, NCR Voyix, Cosmetica Labs, and The Greenery.
- How Agentforce™ + ketteQ's PolymatiQ™ AI engine gives you a competitive edge in client conversations.
- Practical tips for engaging CIOs, CTOs, Sales Ops, and supply chain executives.
- Why introducing ketteQ helps you expand deal size, accelerate deal cycles, and hit quota faster.

Why Supply Chain Intelligence Matters to Your Deals

Salesforce excels at managing customer relationships, revenue workflows, and service interactions. But when execution depends on supply availability, logistics constraints, or production schedules, CRM alone can't close the loop.

Without embedded supply chain intelligence, your customers face:

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

For AEs and SEs, these pain points are opportunities. By embedding supply chain intelligence inside Salesforce, every customer interaction becomes execution-ready. The front office doesn't just sell, service, or market; it operates confidently, backed by real-time visibility and adaptive planning.

That translates directly into **faster cycles, bigger opportunities, and easier quota credit.**



ketteQ: The Only Supply Chain Planning Solution Built 100% on Salesforce

Unlike bolt-ons or middleware integrations, ketteQ is built entirely on Salesforce. **That distinction wins deals.**

ERP systems remain the system of record. ketteQ becomes the system of engagement, translating ERP-driven supply chain data into Salesforce objects where Sales, Service, Commerce, Marketing, and Manufacturing teams already work.



Because it's native, adoption is immediate and friction-free:

- No new interface for users to learn.
- No additional security framework to configure.
- No custom middleware to build or maintain.

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.

3 | **Embedded Intelligence:** equipping every cloud with adaptive planning and execution tools.

4 | **AI with Real Context:** decisions that stick, not just theoretical plans.

5 | **Fast ROI:** value in months, not years – accelerating client impact and deal velocity.

AE takeaway: When prospects ask about ERP disruption, you can confidently say: *“No disruption. ketteQ delivers value in months while protecting existing ERP investments.”*



Multi-Cloud in Action: Real-World Success Stories

The best way to win with ketteQ is to show what has already been delivered to Salesforce customers across the 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:** Before ketteQ, sales reps had no visibility into production schedules, forcing them to guess delivery dates. With ketteQ embedded in Sales Cloud, they now commit to accurate promise dates during calls. Confidence increased, delivery improved, and revenue grew. The deal went from introduction to closed contract in just four months for the AE.
- **ACG:** ACG transformed Sales Cloud into a fulfillment-aware demand engine. Promise dates were generated automatically at the opportunity stage, improving collaboration across sales and operations. Customers enjoyed a better buying experience, and the AE got quota credit with minimal lift.
- **Trimble:** Sales teams relied on spreadsheets for forecasts, creating inconsistencies. With ketteQ, 100+ users went live in just three months. Forecast accuracy improved, pipeline confidence strengthened, and productivity rose 5%.



Service Cloud



- **Coca-Cola Japan:** Service scheduling for 1,200+ agents was limited by a lack of parts visibility. With ketteQ, agents saw real-time inventory, dramatically improving first-time fix rates and resolution times. For the AE, this success opened broader multi-cloud opportunities.
- **Johnson Controls:** A pilot in the chiller business proved so successful that ketteQ quickly scaled to a global standard, covering six regions. What began as a single-service pilot became a multi-phase global deal, creating significant Salesforce expansion.



Commerce Cloud



- **Cosmetica Labs:** Launching new products for OEMs like L'Oréal and Unilever required flawless coordination between sales campaigns and supply planning. With ketteQ, Cosmetica achieved predictable production and delivery schedules, a critical factor in winning repeat business.



Marketing Cloud



- **NCR Voyix:** Campaigns were disconnected from operational reality. By integrating ketteQ, marketing aligned promotions with fulfillment capacity, boosting customer trust and conversion rates. For the AE team, this provided a success story for expanding into other business units.



Manufacturing Cloud



- **The Greenery:** By moving its S&OP process into Salesforce with ketteQ, forecasts and operations finally spoke the same language. Sales no longer negotiated blind promises. Leadership made faster, more confident decisions, proving the power of combining Manufacturing Cloud with supply chain intelligence.

AE takeaway: These stories show ketteQ in action across clouds. Use them to answer the inevitable question: *"Where does this fit in my Salesforce environment?"*

Agentforce + ketteQ: AI That Acts Like a Human

Agentforce™ is Salesforce's bold step into AI agents. But AI without context risks making “smart” decisions that fail in execution.

That's where ketteQ's PolymatiQ™ agentic AI engine changes the equation.

- Runs thousands of probabilistic, multi-pass simulations.
- It identifies not just a feasible plan but also the best one.
- Makes promise dates stick, minimizes fulfillment cost and risk, and adapts dynamically as conditions change.

In practice:

- A service agent commits to a repair because the system confirms the part is available nearby.
- A sales rep promises end-of-month delivery because PolymatiQ has already modeled production schedules, logistics capacity, and supplier constraints.

SE takeaway: Demonstrate PolymatiQ™ as the intelligence layer that makes Agentforce™ smarter, faster, and execution-ready. It's a clear differentiator against every other platform.

Why This Matters to You as an AE or SE

Your executive sponsors, including CIOs, COOs, CFOs, CROs, CSCO's, Service leaders, and Marketing leaders, are under pressure to deliver measurable results. By introducing ketteQ, you help them solve their biggest challenges.

For you, the benefits are direct:

- Faster sales cycles: Bonide closed in 4 months, NCR in 5.
- Quota credit with less effort: Carrier, ACG, and NCR AEs got quota credit while ketteQ handled demos, proposals, and heavy lifting.
- Differentiation vs. legacy vendors: Competing with Kinaxis, Blue Yonder, Oracle? Lead with Salesforce-native, agentic AI, and time-to-value in months, not years.
- Cross-sell expansion: Once supply chain intelligence is in place, a Sales Cloud deal can naturally expand into Service Cloud, Commerce Cloud, and Manufacturing Cloud.

AE takeaway: ketteQ expands deal size, accelerates deal velocity, and strengthens your client relationships.



Conclusion: From Potential to Quota

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

ketteQ makes multi-cloud value real. By embedding adaptive supply chain planning directly into Salesforce and fueling AgentForce™ with operational Intelligence, ketteQ empowers every cloud, delivers measurable results, and helps you close bigger deals faster.



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."

The message is clear: Salesforce + ketteQ isn't just multi-cloud. It's multi-cloud completed.

Your Big Takeaway: Bring ketteQ into the conversation early. You'll deliver more value to your clients and capture more value for yourself.

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 the [Salesforce Multi-Cloud Value](#) page on the ketteQ Sales Enablement Portal for talk tracks, customer stories, and resources you can use in your next meeting.



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