



# Cloud4M

by Deloitte

## for Chemicals

As the world goes digital, the chemical industry is under pressure to deliver faster, more precise, and smarter solutions. Customer needs and behaviors are evolving as the B2B marketplace becomes more consumerized, and exponential technologies combined with data science are moving into the mainstream. With such massive changes in the industry, it's time for **chemical companies to shift their focus from the product to the customer.**

With the integrated features for creating new products and services, you can leverage opportunities to improve existing offerings, acquire new business and harness valuable data from smart technology.

Visit [here](#) for more!

### FEATURES

#### Pre-configured sales data model for chemicals

- Global Account Planning and Management
- End-to-end sampling process to realize sales opportunities
- Product Trials & Development
- Surface supply chain and financial data with Backoffice integration

#### Better meet your service needs

- Single view of customers and partners
- Comprehensive visit reporting
- Text-2-speech
- Unified reports & analytics
- Unit of measure conversion

#### Improve collaboration with a community

- Configurable product catalogue with global search
- Document library with products details
- Document subscriptions with update notifications
- Sample ordering and delivery tracking

#### Easy to use and intuitive e-commerce

- Helpful product details and specifications
- Filter functionality to refine the products view based on description
- Split items into many shipments, each with own date and shipping
- Enhanced view of order status

### BENEFITS



Sales processes adapted for chemicals with account planning, visit management and competitor insights.



Conduct product sampling campaigns, receive feedback, set up work path to track individual tasks.



Data model fit for a chemical's producer & distributors – products can be samples & followed up in a structured way to better meet needs & realize sales opportunities.



Platform allows customers to digitally self-serve 24/7, with global search, Google Analytics, streamlined add to cart and checkout.

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