

Skysync

Accelerating Success

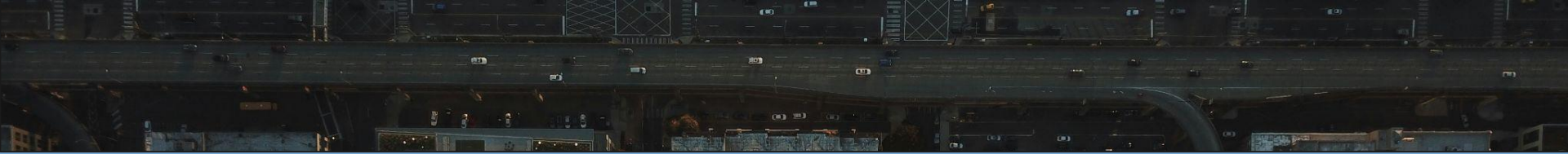
Fast Quality Focused Execution-Driven Delivery.





Agenda

- 01 About Skysync
- 02 Current Landscape:
- 03 Recent Customers
- 04 Industry POVs & Recent Customers
(Retail, RCG, Automotive, Manufacturing)
- 05 How We Partner with You
- 06 Next Steps



Who We Are at a Glance

Skysync

Trusted Salesforce Data & Agentforce Implementer – focused on scaling with value generating solutions.



Deep Experience & Expertise – Decades of combined experience, from design to delivery across Salesforce, Databricks, Deloitte, and Microsoft.

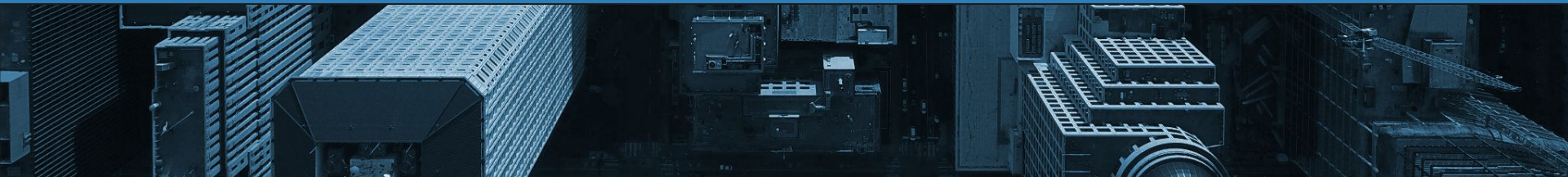


Industry Expertise – Retail, RCG, automotive, manufacturing, media, telco and finance.



Advisors & Leadership – Advice from Salesforce veterans who have shaped product strategy.

Deloitte.



Agent & Data Maturity Scale



Fixed Rules and Repetitive Tasks

Auto-close cases after 7 days with no response using a static rule.

Level 0

Information Retrieval

Pull product, policy, company and support information from a knowledge base

Level 1

Focused Orchestration Single Data Set

Agent pulls customer profile to help answer questions based on profile

Level 2

Multi Channel Orchestration

Agent helps troubleshoot using external systems and multiple data sources

Level 3

Multi-Agent Orchestration

Agent calls on other specialized agents to complete end-to-end processes across business functions

Level 4



Recent Customers



Green Subsidy AU (Manufacturing)



The Challenge

- **Data Silos:** Leads trapped in Excel/manual lists (3,000-5,000 records) with no central source of truth.
- **Visibility Gap:** Inability to track "Cost-Per-Lead" or see the full journey from ad click to sale.
- **Process Friction:** Manual handling of FAQs and lead intake creates bottlenecks and slows down conversion.

Solution

- **Salesforce Foundation:** Created a clean CRM to unify lead lifecycle management and automate data flow.
- **Paid Media Engine:** Launching targeted social campaigns synced directly to Salesforce for immediate tracking.
- **WhatsApp AI Agent:** Deploying a smart agent (Week 3) to answer FAQs and qualify leads 24/7 using internal knowledge.

Outcome & Use-Cases Results

- **End-to-End Visibility:** Real-time dashboards tracking every dollar spent vs. revenue generated.
- **Lower CPL:** Data-driven optimization of media spend to reducing Cost-Per-Lead over 6 months.
- **Instant Velocity:** AI removes friction, accelerating leads from "Inquiry" to "Sales-Ready" without human delay.



Pinnacle Infotech (BIM/Construction)



The Challenge

- **Data Silos:** Salesforce, project data, and IoT signals were disconnected, blocking the full account view.
- **Manual Friction:** Consultants wasted time gathering on-site context; risk detection was reactive and slow.
- **Missed Growth:** Lack of unified insights meant missing opportunities for service upsells.

Solution

- **Data 360 Foundation:** Unified CRM, support, project, and IoT data into a single source of truth.
- **AI Agents:** Deployed "Project 360" and "Field Assist" agents to automate status summaries, RFIs, and site prep.
- **Smart Signals:** Built "Risk & Upsell" agents to turn IoT sensor data into actionable sales leads.

Outcome & Use-Cases Results

- **Faster Delivery:** Proactive AI risk detection streamlines coordination workflows.
- **Revenue Unlock:** IoT-triggered alerts drive upsells, supporting the push toward \$1B revenue.
- **Consultant Efficiency:** Automated briefings replace manual prep, ensuring consistent documentation.



Tibarumal & Sons (High-End Retail)



The Challenge

- **Fragmented Leads:** Inability to track buyers vs. browsers.
- **Wasted Budget:** Ads on FB/Instagram missed high-value targets.
- **Missed Sales:** Slow responses to high volumes of WhatsApp queries.

Solution

- **Foundation (Salesforce):** Built a "clean core" CRM as the single source of truth.
- **Data 360 Engine (Meta Sync):** Synced CRM data to Meta to target "Lookalike Audiences."
- **Action (WhatsApp AI):** Deployed AI agents for 24/7 instant replies and product in

Outcome & Use-Cases Results

- **Better Ad ROI:** Achieved by targeting real buyers through Salesforce-Meta sync.
- **24/7 Response:** WhatsApp AI Agents provide instant engagement, reducing missed sales.
- **Zero Clutter:** Maintained a clean, unified CRM as a single source of truth.
- **Key Takeaway:** Established a repeatable playbook for retail fix data, sync ads, and automate the chat.



PMJ Jewels (High-End Retail)



The Challenge

- **Disconnected Journey:** High-value online interest wasn't translating to prepared in-store experiences.
- **Missed Opportunities:** Slow manual responses caused high-net-worth leads to drop off.
- **Blind Sales:** Associates lacked context on client preferences before appointments.

Solution

- **Agentforce:** Deployed WhatsApp Agents for 24/7 product discovery and instant qualification.
- **Unified View:** Connected Data Cloud to give sales reps full visibility into chat history and ad source.
- **Smart Handoff:** Enabled "Next Best Offer" recommendations to guide the in-store concierge experience.

Outcome & Use-Cases Results

- **Seamless Concierge:** Digital chats instantly inform physical appointments for a VIP experience.
- **Higher Conversion:** Reps are prepped with tailored options, closing more sales.
- **Smart Growth:** Closed-loop sales data automatically refines "Lookalike" ad targeting.

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Industry wise POV



Manufacturing, Automotive & Energy

Agents connect ERP, MES, and IoT data to streamline operations and improve efficiency

Challenges

- Data fragmented (ERP (SAP, Oracle), MES/PLM, IoT sensors)
- High cost of service & maintenance downtime
- Limited visibility into supply chain & field assets

Proven Success

- Unify ERP + IoT data (DC) - **↑ Efficiency**
- Automate warranty, maintenance (AF, DC) - **↓ Cost**
- Predictive alerts, guided repairs (AF & DC) - **↑ Uptime**

Use-Cases

- Service Agent automates warranty claims and spare parts requests
- IoT sensor alerts trigger predictive maintenance before breakdowns
- Field technicians receive guided repair steps via Agent, reducing truck rolls and downtime

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Construction, Eng & Infrastructure

Unify project, asset, and financial data to automate workflows and boost efficiency

Challenges

- Fragmented data (ERP, Autodesk, CRM)
- High cost of managing contacts, work orders, maintenance requests
- Low visibility across projects, assets, & client portfolios

Proven Success

- Unify project + asset data (DC) - **↑ Visibility, Less Errors**
- Automate work orders, tenant requests (AF) - **↓ Cost**
- Smarter maintenance + inspections (AF & DC) - **↑ Uptime**

Use-Cases

- Automate tenant service requests (maintenance, billing) via Service Agent
- Predictive maintenance alerts from IoT sensors reduce costly downtime
- Guided project inspections for field engineers ensure compliance & faster closeouts

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Plastics & Packaging

Unifying the retail experience with Agents drives service efficiency & revenue growth

Challenges

- Fragmented data (Shopify, Stripe, POS Square)
- High cost of systems and repetitive processes
- Inconsistent loyalty + personalization

Proven Success

- Unify orders, payments, profiles (DC) - **↑ Retention**
- Automate order status, FAQs (AF) - **↓ Cost**
- Drive upsell, cross-sell, restock alert (AF & DC) - **↑ AOV**

Use-Cases

- Customers check order status or request refunds via Service Agent (self-serve, 24/7)
- Loyalty nudges & restock alerts triggered by Commerce Agent (increase repeat sales)
- Unified Data Cloud profile enables personalized cross-sell at checkout



Pharma, Life-Sciences and Healthcare

Unifying financial data, AI, and advisors to automate service, reduce cost, and build trust.

Challenges

- Fragmented data across ERP, LIMS, QMS, MES, and CRM systems
- High cost of managing regulatory inquiries, audits, and change controls
- Strict compliance requirements (FDA 21 CFR, GMP, serialization/traceability)

Proven Success

- Unify batch records, ERP, QMS, and supplier data (DC) – **↑ Production Visibility**
- Automate deviation reports, CAPA status, and audit inquiries (AF) – **↓ Cost to Comply**
- Surface yield optimization, contract expansions & reorder opportunities (AF & DC) – **↑ Revenue per Batch**

Use-Cases

- Quality and ops teams check batch release status, deviation logs, or supplier scorecards via Service Agent (24/7 self-service)
- Automated CAPA tracking + proactive audit readiness reminders reduce compliance risk and inspection failures
- Personalized contract manufacturing expansion offers and raw material reorder recommendations surfaced at the right moment

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Communications, Media & Tech

Unifying network, billing, and customer data with Agents reduces service costs and churn.

Challenges

- Data fragmented (Netcracker, OSS/BSS)
- High Service Cost
- Churn risk & poor experiences

Proven Success

- Unify usage and billing - **↑ Retention**
- Automate outages, billing FAQs(AF) - **↓ Cost**
- Proactive alerts, guided setup (AF & DC) - **↑ NPS**

Use-Cases

- Clients make account inquiries and check order status via Service Agent (self-serve, 24/7)
- Automated outage notifications + proactive troubleshooting reduce call volume
- Guided device setup or service activation through Agent improves first-time experience

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Typical ROI Engagement Timeline

Total Time: ~6 Weeks from Quick Start to Go-Live

Discovery & Design



Build & Unit Testing



UAT & Training



Go-Live & Support





THANK YOU