

Bluewolf, an IBM Company Launches AI Now™ For Connected Commerce—a Salesforce Fullforce Solution for Retail and Consumer Products

NEW YORK, June 17, 2019 -- IBM (NYSE: [IBM](#)) today announced the availability of AI Now™ For Connected Commerce, premiering at [Salesforce Connections](#) in Chicago, IL on June 17th, 2019. Helping to simplify today's retail landscape across service, marketing, and sales channels, AI Now™ For Connected Commerce is a B2C and B2B platform that can provide intelligent order management, price promotion and supply chain management – powered by IBM Watson on Salesforce Marketing, Commerce and Service Clouds.

“The combined intelligence of IBM and Salesforce can help transform the retail experience by harnessing insights across the entire enterprise, customer journey, and supply chain to deliver on customer expectations with scale, speed, and return,” said Sandeep Singh, VP and Retail Industry Leader at IBM. “Through the strategic vision and partnership of both companies, we have developed a specific industry approach that can help transform the way our retail and consumer products clients engage with their customers through agile, cross-channel retailing and operational agility.”

“IBM is delivering a Salesforce solution for retail and consumer goods companies who want an end-to-end solution that can help deliver customer experiences across the customer journey,” said John Strain, GM of Retail and Consumer Goods, Salesforce. “The benefits can help retailers engage their customers while enhancing omnichannel order management and fulfillment, product pricing, promotion, and assortment planning to help them deliver growth.”

AI Now™ for Connected Commerce is designed to help solve critical needs in the market today with the following capabilities:

- **Omnichannel Commerce Supported By Intelligent Order Management** – The solution activates AI-powered decision making with the Salesforce Commerce Cloud, connecting customers to marketing, sales, and service channels. Using Salesforce's MuleSoft Anypoint Platform, the solution integrates IBM Order Management, a full suite of tools to orchestrate the entire fulfillment network, to help effectively meet omnichannel customer demand and fulfillment expectations.
- **AI-Optimized Complex Order And Inventory Management Can Help Create An Agile Supply Chain** – Watson Supply Chain solutions, including Watson Order Optimizer, are used together with IBM Order Management and integration to Salesforce Commerce Cloud to execute intelligent, flexible omnichannel fulfillment plans in real-time that can help reduce fulfillment costs and improve efficiency. By optimizing the fulfillment network when sourcing omnichannel orders, Watson Order Optimizer helps retailers more efficiently and cost-effectively address growing e-commerce demand and meet shifting customer demands with agility. AI-powered order and inventory management can also help businesses optimize allocation, assortment planning, and fulfillment across all selling channels.
- **Enhanced Personalization To Help Maximize Customer Lifetime Value** – Using advanced intelligence and insights from Salesforce Einstein, IBM AI solutions, and The Weather Company, B2C and B2B commerce organizations can help deliver customer experiences with rich personalization, including AI-powered product recommendations, personalized product assortments, dynamic pricing and promotion management – assisting

brands in delivering the right product, at the right price, and on the right channel.

Bluewolf, an IBM company, has been recognized by Salesforce as a leading implementation ecosystem seller, holding the Salesforce Fullforce Master accreditation across the Salesforce Platform and Community, Marketing, Sales and Service Clouds.

Salesforce Fullforce Solutions

Salesforce Fullforce Solutions are partner offerings recognized for their specialization in priority Salesforce industries and other key solution areas. Fullforce Solution partners have demonstrated proven expertise and customer success, and receive Salesforce go-to-market support, executive sponsorship and guidance as part of the Salesforce Partner Program.

Learn more about Salesforce Fullforce Solutions:

<https://partners.salesforce.com/s/education/consultants/Fullforce>

About IBM

For more information about IBM Salesforce Consulting Services, visit <https://www.ibm.com/services/salesforce>.

For more information about Bluewolf AI Now™ for Connected Commerce, visit

<https://www.bluewolf.com/connected-commerce>.

Contacts:

Leslie Park
IBM External Relations
leslie.park@ibm.com
1 (917) 421-8933

Mara Berg
Salesforce Public Relations
mberg@salesforce.com
1 (858) 774-3464

Salesforce, Fullforce, Einstein, Commerce Cloud, Marketing Cloud, Service Cloud and others are trademarks of Salesforce.com, Inc.

<https://newsroom.ibm.com/2019-06-17-Bluewolf-an-IBM-Company-Launches-AI-Now-TM-For-Connected-Commerce-a-Salesforce-Fullforce-Solution-for-Retail-and-Consumer-Products>