

As a pioneering Salesforce consultancy, we are dedicated to meeting and exceeding your business needs by showing the path to Salesforce excellence.

We created this newsletter to empower you to leverage Salesforce as a transformative tool for growth. Through this newsletter, you will access a wealth of knowledge: expert insights, exclusive event invites, and real-world success stories of how businesses like yours have harnessed Salesforce to drive efficiency, growth and enhance customer experiences.

You can leave feedback or suggest improvements or topics to this newsletter by emailing us at marketing@fluidogroup.com.



The rise of intelligent manufacturing

Digital twins and digital threads enable companies to innovate faster, optimize resource usage, and identify bottlenecks early on. Manufacturers can leverage these technologies to operate more efficiently and achieve sustainability goals.

Digital twins are virtual replicas of physical objects or systems that use real-time data and simulations to enable analysis, monitoring, and control.

A digital thread, on the other hand, is a seamless flow of data that connects the entire lifecycle of a product, from design to manufacturing, maintenance, and beyond.

Manufacturing companies leverage these technologies to test different scenarios, speed up innovation, and maximise resource usage. These practices can lower costs and contribute to a more sustainable future.

[Discover more](#)

Our customers' tech triumphs

130% traffic increase and 20 000 new leads

IHM Business School has built comprehensive customer journeys, drastically expanding its viable audience and exponentially increasing the communication timespan. Traffic to the website has increased by 130%. There's a 300-400% larger marketable audience and 20 000 new leads.



[Watch video](#)

Over 20 different sales processes in 1

Uponor's sales processes are now aligned towards one shared purpose and goal. They have a Salesforce platform and different clouds integrated with the ERP system. Over 20 different sales processes have become one unified process, making it easier for sales teams across markets to collaborate and ultimately win more deals.



[Read more](#)

Hot on the blog

Are financial advisers competitive?

Shifting trends shake the financial advisory world. According to our research, phone and email remain the primary communication channels currently used by advisers. This results in inefficiency, poor experience, and higher costs, leading to many clients being priced out of advice.



[Discover more](#)

Dreamforce

Maximise your live & online experience at Dreamforce

[Our tips](#)

AI

Unleash the power of Generative AI with Salesforce

[Read how](#)

Upcoming trainings

Norway

Administer, Extend, and Automate Salesforce Course, 18 Sep 2023.

[Sign up](#)

Online

Administrative Essentials for New Admins in Lightning Experience, 18 Sep 2023.

[Sign up](#)

Finland

Administrative Essentials for New Admins in Lightning Experience, 23 Oct 2023.

[Sign up](#)

Let's talk?

As your Salesforce partner, we invite you to contact us with any questions, concerns, or requirements you may have. Your satisfaction is our priority, and we're here to ensure you receive the best possible support.



Please let us know if you want us to contact you directly by clicking the link below. We're eager to assist in any way we can!

[Leave contact request](#)

Email Preferences

You are receiving this email because you've chosen to opt in on our website, or you are a customer or employee of Fluida.

[Click here to unsubscribe](#)

Copyright © 2023 Fluida Oy



Fluida Website

[Espoo](#) | [Banská Bystrica](#) | [Amsterdam](#) | [Copenhagen](#) | [Dublin](#) | [Gothenburg](#) | [London](#) | [Malmö](#) | [Munich](#) | [Oslo](#) | [Stockholm](#) | [Turku](#)