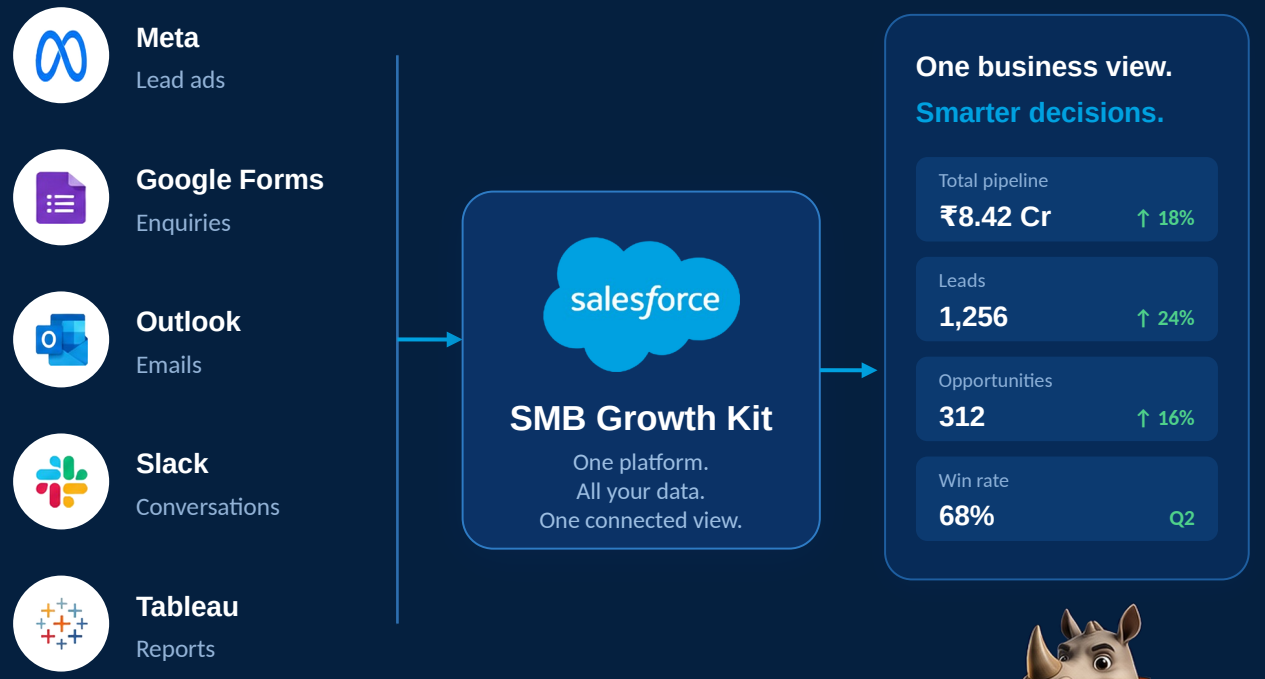
Kefaru Tech
GLOBAL VISION. FEARLESS EXECUTION.

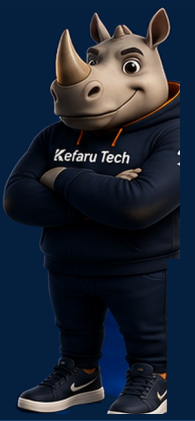
SALESFORCE SMB GROWTH KIT
MANUFACTURING

A CONNECTED DAY

Connect your data. Understand your business. Act faster.

The signals your manufacturing business already produces, brought into one view.





Connect

Every source. Every team.

Understand

One view of what's happening.

Act faster

Insights to actions, without the delay.

EXECUTIVE BRIEFING | LIVE DEMO TO FOLLOW

06:40 — BEFORE THE FLOOR STARTS

How does your day actually start?

Six places. One person. Before a single machine has run.

Messages on the phone

Customer updates, team pings and reminders — read before leaving the house.

New lead alerts from Meta

Twelve new leads came in overnight. Nobody has looked at them yet.

An enquiry on the website form

A Google Form response for a CNC machine, sitting in a spreadsheet.



Outlook — email and today’s meetings

A quotation request, three replies, and two meetings already booked.

Slack — what the plant said overnight

Night shift flagged a Line 2 stoppage at 05:42. Delivery is now at risk.

The spreadsheet, then a manual report

Production numbers pulled together by hand before the 9:00 meeting.

Your business already has the data. **It just lives in six different places.**

FIVE SYSTEMS. FIVE SEPARATE VIEWS.

Can your team see the complete picture?

Every tool is doing its job well. Each one answers a different question — and only its own.

MARKETING

Meta leads

Leads and messages from ads

? How many enquiries did the campaign bring?

SALES

Form enquiries

Customer enquiries from the website

? Which quote requests came in?

COMMUNICATION

Outlook threads

Customer emails and meetings

? What did we last tell the customer?

INTERNAL TEAM

Slack channels

Internal conversation and updates

? Can production hit that date?

REPORTING

Tableau reports

Business reporting and insight

? What happened last month?

Each island answers its own question. **Nobody can answer the next one: what do we do about it today?**

Five good systems. Five separate answers. No single place where they meet.

TODAY

Kefaru Tech

Your data is connected to your business — but is it connected to each other?

You already have the tools. What is missing is one place where the signals meet.

Information sits in the system it arrived in

Data stays trapped in separate tools.

×

Context is lost between the enquiry and the quote

Teams chase information across apps.

×

Follow-ups depend on someone remembering

Important leads and updates get missed.

×

Management checks several places for one answer

Reports do not tell the full story in real time.

×

Reporting exists, but the action lives elsewhere

Insights do not turn into actions automatically.

None of this is a tooling failure. **It is what happens when five good systems never meet.**

≈ 4 apps checked before the first meeting

≈ 40% of enquiries with no owner by day two

1 week lag between a report and a decision

THE QUESTION WORTH ASKING

What if your business had one connected growth layer?

The Salesforce SMB Growth Kit connects what you already use, so the information starts working for you.

WHERE YOUR DATA ARRIVES

Meta
New leads from ads

Google Forms
Website enquiries

Outlook
Email and meetings

Slack
Team coordination

THE CONNECTING LAYER

salesforce

SMB Growth Kit

Every enquiry, conversation and follow-up lands against the same customer record.

VISIBILITY

Tableau

Dashboards built on the data already in Salesforce — not rebuilt by hand each week.

THE OUTCOME

One business view your team acts on

- Aligned teams
- Faster actions
- Better decisions
- Stronger business

Nothing here asks you to replace what already works. **The systems stay. The information stops being separate.**

WHAT YOU ACTUALLY GET

Inside the Salesforce SMB Growth Kit

Three licensed products, configured for how a manufacturing SMB actually runs.

Sales Cloud

Enterprise Edition

- Lead capture, scoring and assignment
- Accounts, contacts and 360° customer view
- Opportunity pipeline, quotes and forecasting
- Einstein lead and opportunity scoring
- Case management and email-to-case

Slack

Pro Edition

- One workspace, channels and team structure
- Full searchable history and huddles
- Up to 10 app integrations
- Workflow Builder automations
- Salesforce record alerts in channel

Tableau

Cloud Edition

- 5 dashboards, up to 12 components each
- Built on data already in Salesforce
- Refreshed automatically, not by hand
- Shared to the whole leadership team
- Mobile-ready views

WHAT KEFARU DELIVERS

Configuration, migration, training and go-live support

Discovery › Configure › Migrate › Train › Go live

Standard package scope. Third-party integrations — Apollo.io, payment gateways, back-office systems — are scoped and priced as add-ons.

09:00 — THE SAME MORNING, ONE VIEW

Now imagine starting your week like this.

The questions do not change. The number of places you look does.

ARRIVED WHILE THE PLANT WAS QUIET

Meta
Weekend campaign enquiries — 12

Google Forms
Website quote requests — 5

Outlook
Customer chasing a delivery date — 8

Slack
Production flagging capacity — 3

28 things arrived overnight. None of them in the same place.

THE 09:00 BRIEFING, IN ONE VIEW

What came in over the weekend?	All new leads and enquiries in one place
Who is following up, and by when?	Owners, due dates and status
Which enquiries need attention first?	Prioritised by potential and urgency
Which opportunities matter this week?	Pipeline snapshot and next best actions
What is happening with sales activity?	Calls, meetings, tasks and outcomes

Every answer already exists in the business. **Salesforce SMB Growth Kit** puts them in the same view before the meeting starts.

One place. One view. **Walk into every meeting prepared, informed and ahead.**

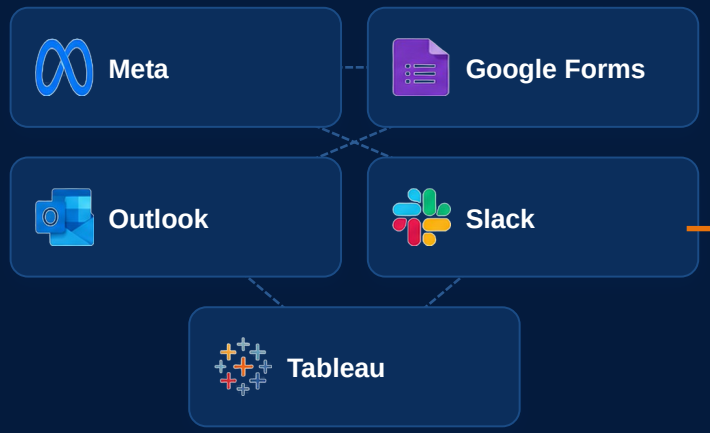
THE SHIFT

Kefaru Tech

From scattered work to one business view.

The right information, in the right view, every single week.

TODAY



- Several tools checked one after another
- Manual checking before every meeting
- Reporting in one place, action in another

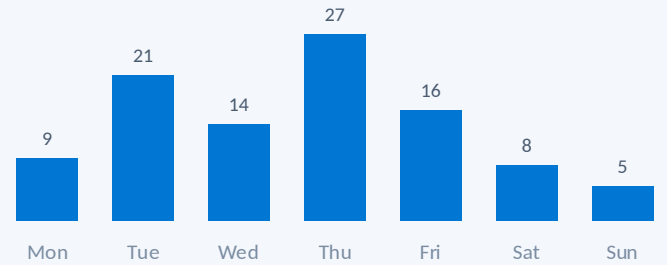
WITH SALESFORCE SMB GROWTH KIT

One connected view

Everything that matters, in one place.

New enquiries	Open follow-ups	Opportunities	Meetings today
128	42	26	5
↑ 18% vs last week	↑ 12% vs last week	↑ 9% vs last week	Scheduled

Enquiries this week



Pipeline snapshot

Open opportunities	26
Pipeline value	₹ 48.6 L
Average deal size	₹ 1.87 L
Win rate	32%

Stop switching. Start leading. **One connected view. Better decisions. Faster action.**

SAME VIEW. DIFFERENT QUESTIONS.

What changes for each team?

One business view. The question that matters to every role, answered from the same place.

Business owner

What is happening across the business, without asking your people?

IN ONE VIEW

Live view of pipeline, enquiries and activity

Sales leader

Which enquiries and opportunities need attention today?

IN ONE VIEW

Prioritised queue with owners and due dates

Marketing

Which sources are actually generating enquiries?

IN ONE VIEW

Campaign attribution from ad to closed deal

Operations

What needs action, and who is responsible for it?

IN ONE VIEW

Tasks and cases assigned, tracked and escalated

The team

Customer and internal context, without searching across systems.

IN ONE VIEW

One record, one timeline, one conversation

Different questions. **Same view. Better decisions.**

- One source of truth
- Faster response
- Better visibility
- Stronger teams
- Smarter business

GLOBAL VISION. FEARLESS EXECUTION.

Why Kefaru?

We help SMBs turn scattered information into clarity, action and growth — on the Salesforce platform, since 2015.

PARTNERED WITH salesforce

IMPLEMENTATION PARTNER · SINCE 2015

Connected

Bring your business signals together — instead of replacing the tools your team already trusts.

Visible

Give every team a clearer view of what is actually happening, in real time.

Actionable

Turn business information into the decision it was meant to inform.

Built for SMBs

Practical to run with the team you have, on a platform that scales when you grow.

150+ SMB implementations delivered

10 yrs on the Salesforce platform

4–6 wks typical Growth Kit go-live

Built for the way SMBs work. **Powered by Salesforce. Simpler to run. Easier to adopt. Ready to grow.**

Kefaru Tech

GLOBAL VISION. FEARLESS EXECUTION.

Enough theory.
Let’s see it in action.

One enquiry, followed all the way from arrival to the decision it drives.

IN THE LIVE DEMO

- A real enquiry landing in Salesforce
- The record every team can see
- The dashboard leadership acts on



POWERED BY salesforce

BUILT FOR **SMBs**

A lead comes in
Meta or the website form

ARRIVAL

The customer is engaged
The Outlook thread, in context

ENGAGE

The team collaborates
Sales and production in Slack

COLLABORATE

Data gets connected
One record in the Growth Kit

CONNECT

Management sees the picture
The Tableau view

VISUALISE

The business acts
Quote out, owner assigned

DECIDE

One journey. One view. **Better decisions.** **Shall we run it on your data?**