



all for one
Group

MITTELSTANDSFORUM 2020

Künstliche Intelligenz im Vertrieb? Wie Deal Intelligence und Pipeline Analysen in der Praxis helfen können

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Maschinelles Lernen erfindet Unternehmen neu

60 %

der manuellen Aufgaben werden bis 2025 automatisiert sein

97 %

Genauigkeit der Bilderkennung heute (besser als die menschliche Rate 95%)

95,1 %

Spracherkennungsgenauigkeit heute (besser als die menschliche Rate 94,1%)

\$18 Mrd.

Markt für maschinelles Lernen in Unternehmen bis 2020

Automatisierung von Prozessen

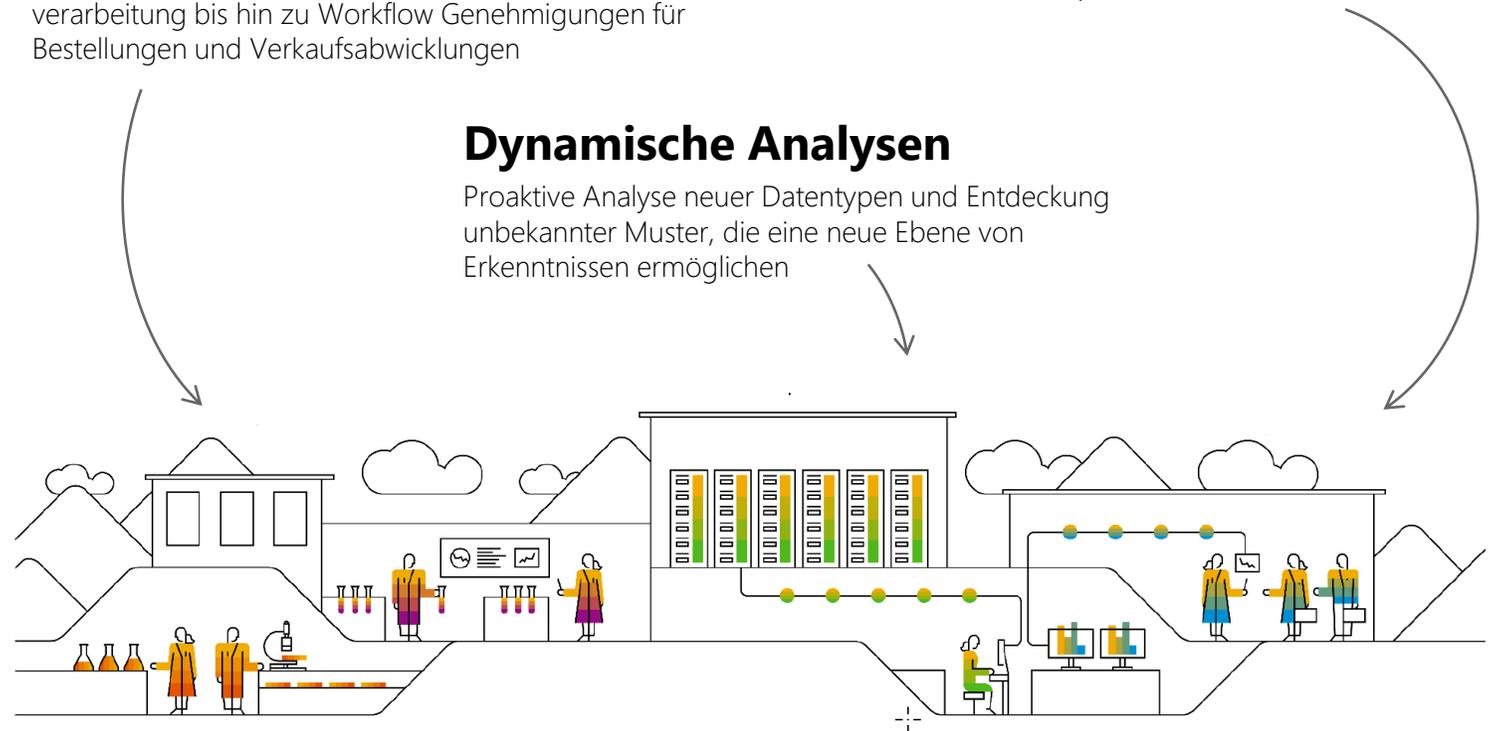
Vollständige Automatisierung von Geschäftsprozessen, von der Personalabteilung über die Zahlungsverarbeitung bis hin zu Workflow Genehmigungen für Bestellungen und Verkaufsabwicklungen

UX der nächsten Generation

Das Nutzererlebnis orientiert sich daran, wie Menschen im wirklichen Leben mittels Stimme, Bild und Messaging interagieren und steigert so die Unternehmensproduktivität

Dynamische Analysen

Proaktive Analyse neuer Datentypen und Entdeckung unbekannter Muster, die eine neue Ebene von Erkenntnissen ermöglichen





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**HERZLICHEN
DANK** für Ihre
Aufmerksamkeit.



one idea ahead



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SAP CX SalesCloud

Intelligent Sales Automation

- Deal Intelligence
- Pipeline Manager
- Pipeline Flow

Deal Intelligence

- Identify and prioritize hot deals. Predict the likelihood of closure
- Understand what are the key factors influencing the deal
- Avert deal disasters - Managers can get visibility into their team's pipelines without asking individual sales reps
- Key Insights - such as activity engagements, since how long the deal is in a status etc.

Pipeline Flow

Viewing changes to Q1 - FY2020 deals over This Quarter (Jan 1, 2020 - Mar 28, 2020)

START: \$10.5M | END: \$7.6M

Click on a bucket to filter and view the relevant opportunities

- Total pipeline at the start of the chosen timeframe
- Total in the pipeline forecast category at the start of the chosen timeframe
- Total in the best case category at the start of the chosen timeframe
- Total in the commit category at the start of the chosen timeframe
- Total new deals created between the start and end of the chosen timeframe
- Total deals pulled in from future periods
- Total deals which were in an omitted category at the start of the chosen timeframe
- Total where the forecast category has 'regressed' during the chosen timeframe
- Total 'unchanged' during the chosen timeframe
- Total where the forecast category has 'progressed' during the chosen timeframe
- Total opportunities closed won during the chosen timeframe
- Total opportunities pushed to a future quarter during the chosen timeframe
- Total opportunities closed lost during the chosen timeframe
- Total opportunities moved to the omitted category during the chosen timeframe

Pipeline Manager

Filter by opportunity and product fields

Select a Territory to view

View the sum of opportunities by forecast category

Select a fiscal period

Select currency

Visualize pipeline by ML Score and amount

View opportunities based on applied filters

Opportunity ID	Opportunity Name	Forecast Category	Forecast Value	Actual Value	Deal Score
123456789	Example Opportunity	Forecast Category	\$1,234,567	\$1,234,567	High
987654321	Another Opportunity	Forecast Category	\$987,654	\$987,654	Medium



SAP CX SalesCloud

Deal Intelligence

Deal Intelligence

The screenshot displays the SAP CX SalesCloud interface. The main view is a table titled 'ML Scored Opportunities (59)'. The table has columns for ID, Score, Account, Name, and Close Date. The 'Score' column is highlighted with a yellow box, showing scores ranging from 12 to 81. The first row is selected, and its details are shown in a right-hand pane. The pane title is '20 Opportunity Score' with a sub-label 'Less likely to win'. Below this, 'Key Factors' are listed: 'Days Since Last Update is 3', 'Days Open is 45', 'Number of Times Close Date Pushed is 6', and 'Sales Owner Win Rate is 76%'. The 'Activity Engagement' section shows 'Received' and 'Sent' counts as 0. The 'Last Activity' section shows '24 Days to Close', '0 Times Closing Date Pushed', and '3 Days in Develop value proposition Status'. At the bottom, an 'Amount Changed' indicator shows '\$15K → \$5.6K'.

ID	Score	Account	Name	Close Date
47119	20	Delbont Industries	DMR- Oppty from Small Target Group New Lead Camp	08/08/20
47106	50	Delbont Industries	Opportunity for sales Q2-091	12/29/20
47101	18	Road Runner102 Inc	s4corp	12/25/20
46972	35	PUMP SKNN	MOUNTAIN BIKE PRODUCT	03/13/20
46971	74	PUMP SKNN	Bike Corp	01/30/20
46969	60	PUMP SKNN	New Bike Launch Jan	01/30/20
46968	71	PUMP SKNN	ASD Bikers Delhi Div	01/29/20
46966	37	PUMP SKNN	New Bike Model	02/20/20
46963	81	Delbont Industries	Q3 Oppty for water lifting pumps	08/14/20
46962	12	PUMP SKNN	ASD Bikers NGP	07/05/20
46961	45	PUMP SKNN	New Bike Launch	01/31/20
46959	13	PUMP SKNN	ASD Bikers Jaipur Div.	01/29/20
46958	17	PUMP SKNN	Oppo Bike World	07/03/20
46957	77	PUMP SKNN	ASD Bikers Vadodara Div	01/26/20
46955	21	PUMP SKNN	Bikes Oppo1	07/03/20
46954	20	PUMP SKNN	Bikes Opportunity	01/29/20

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SAP CX SalesCloud

Pipeline Manager

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Visualize pipeline by ML Score and amount

View opportunities based on applied filters

The screenshot displays the SAP CX SalesCloud Pipeline Manager interface. At the top, there are filters for Status (EMEA), Committed, Best Case, and Pipeline. The fiscal period is set to Q4 - 2020 (Jan 25 - Apr 24) and the currency is USD. Summary statistics are shown: Won (\$2,485,400), Committed (\$20,891,275), Best Case (\$54,832,927), and Pipeline (\$97,629,320). The main visualization is a bubble chart showing Deal Score (Y-axis, 0-100) over time (X-axis, Jan to Apr). Below the chart is a table with columns: Opportunity, Account, Owner, Sales Phase, Forecast Category, Close Date, Expected Value, Total Negotiated Value, and Deal Score. The table lists four opportunities with their respective details and deal scores.

Opportunity	Account	Owner	Sales Phase	Forecast Category	Close Date	Expected Value	Total Negotiated Value	Deal Score
Trumpf GmbH + Co KG - Cloud-A...	Trumpf GmbH + Co KG	Benjamin Schnauer	Proposal	Best Case	Apr 10, 2020	€20,000	€20,000	63
Home Retail Group PLC-OPP-334...	Home Retail Group PLC	Jonathan Scott	Prospecting	Committed	Feb 22, 2020	€20,000	€20,000	31
Union Trustee Limited Storage - D...	Union Trustees Ltd.	Uzo Atugbokoh	Proposal	Best Case	Feb 12, 2020	\$5,000		14
SAP HANA System - DR-2411414	GEDIA Gebrüder Dingerkus GmbH	Michael Closs	Prospecting	Committed	Feb 21, 2020	€300,000	€300,000	97



SAP CX SalesCloud

Pipeline Flow

Pipeline Flow

