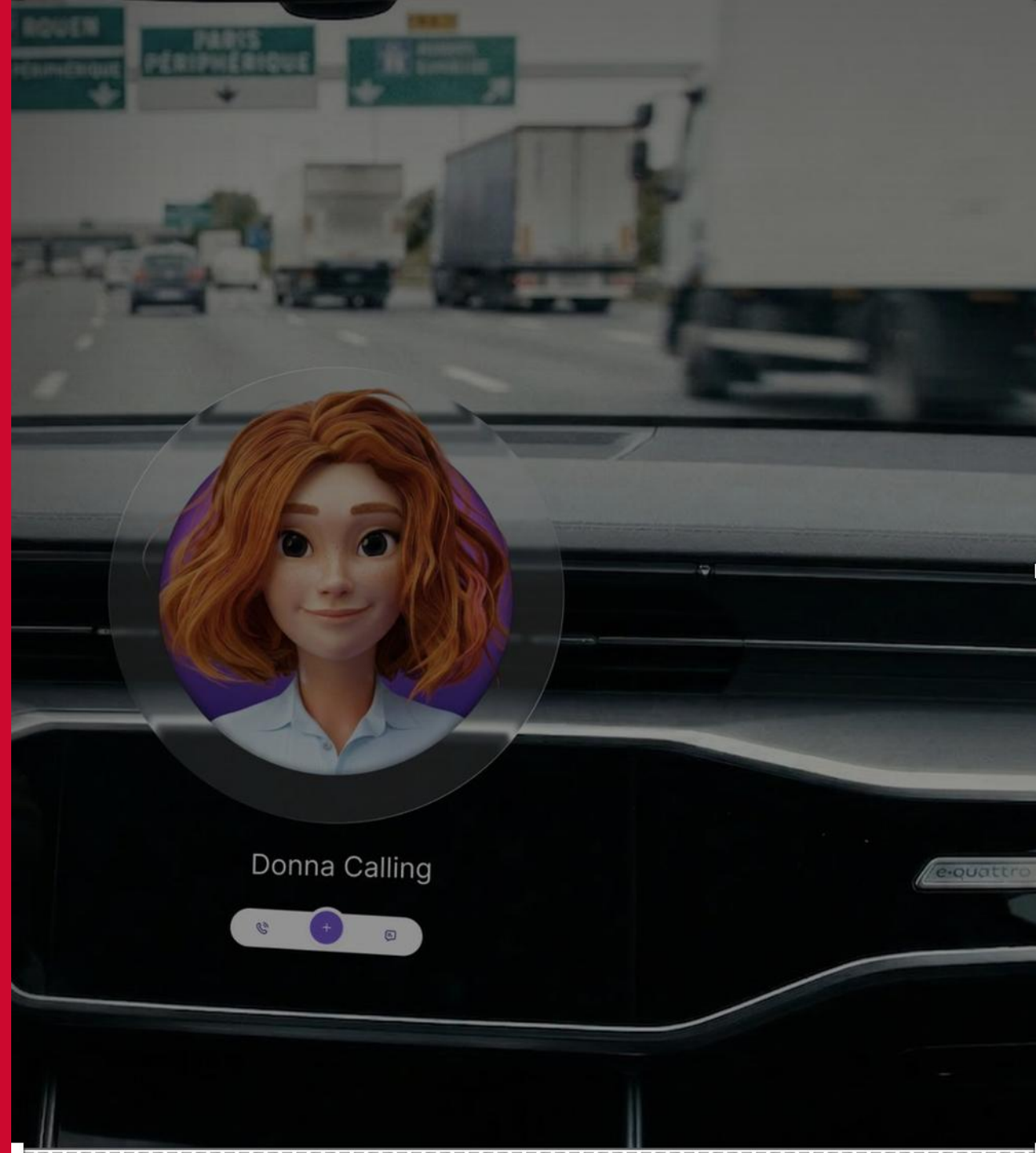




SAP Connect 2026

Meet Donna:

The Proactive AI
Assistant for Sales





SAP Connect 2026

SPEAKERS OF TODAY



Jules Hauspy

Sales Manager

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Christophe Rigaux

Sales Operations &
Digital Manager

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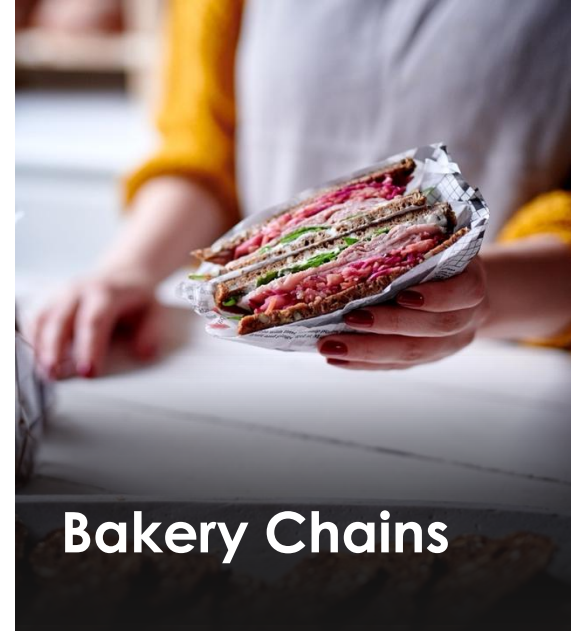




Artisans



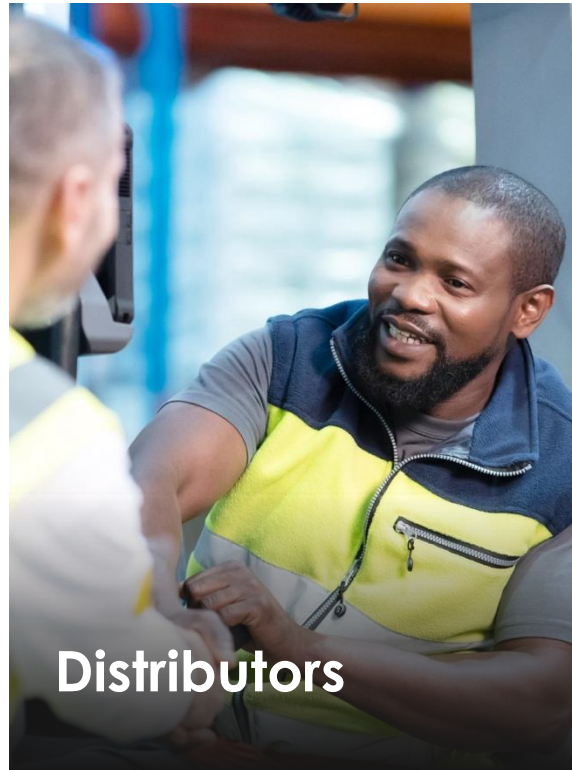
Chocolatiers



Bakery Chains



Industry



Distributors



Retail



Foodservice

Customers
we serve



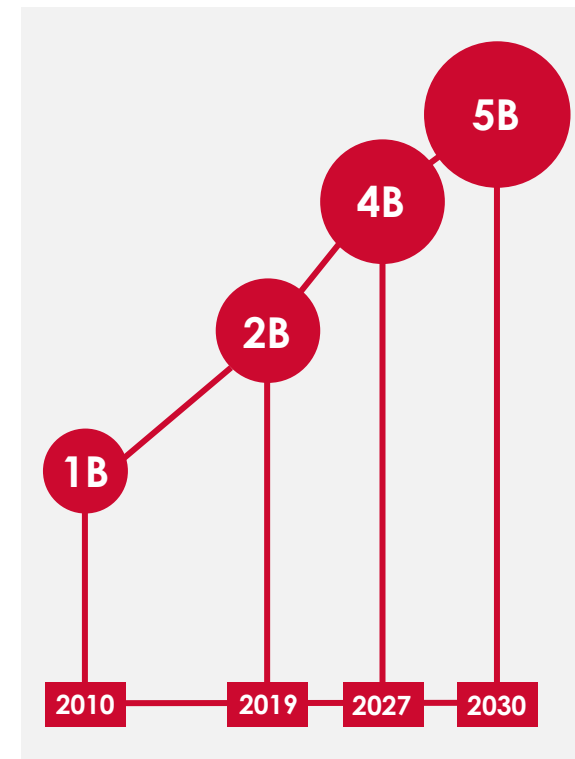
Founded in
1919

Subsidiaries in
87
countries



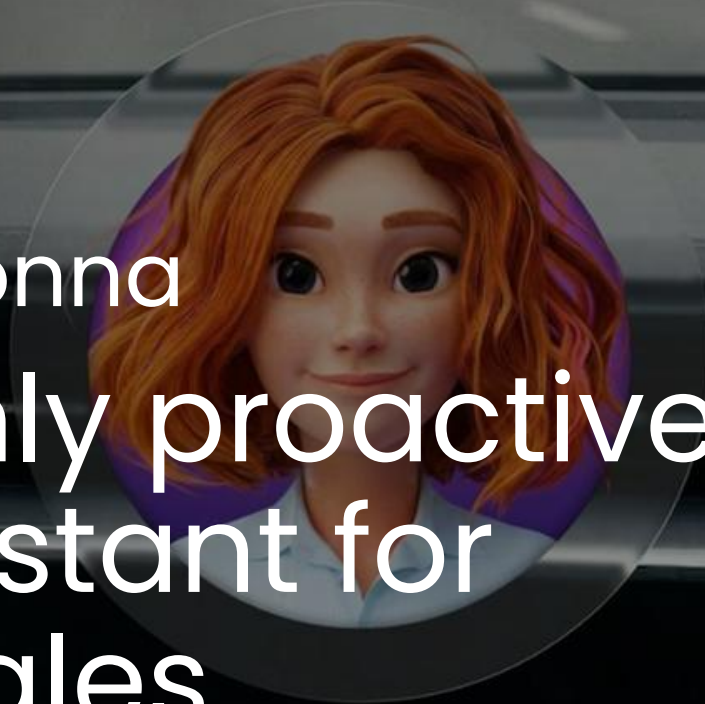
11.021
Employees

Net Sales
€3,4B





Hi, I'm Donna
The only proactive
AI assistant for
field sales



Donna Calling



donna.



donna.

X



“Donna is one of the fastest-growing partners in SAP CX’s history.”

www.askdonna.com



donna.

x



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Hi, I'm Donna

The only proactive AI assistant for field sales



Maximize Sales Efficiency

Turn commute time into productive time – reps save up to 1 hour daily to focus more on customers



Drive stronger CRM adoption

Reps talk. Donna logs. Capture up to 10x more data — with zero added effort



Boost Sales Conversion

Cleaner data + reclaimed time lead up to 15% improvement in follow-up quality and deal progression

Actively used by



Strategic partners



Plenty of sales enablement solutions — yet B2B field sales still underserved

28%

of a field sales rep's day is spent on selling

Because valuable time is lost to after-hours admin work, wasted hours on the road and juggling tools.

Source: Salesforce

57%

of field sales reps didn't hit their quota

No room for coaching, yet sales teams are expected to deliver higher output with the same resources.

Source: Repvue

10%

of information actually ends up in the CRM

CRMs aren't built for the field — clunky mobile apps, complex data entry. Yet millions are spent on CRMs.

Source: internal stats

Donna empowers Field Teams 24/7

Get ready for your upcoming day

Get coaching before your meeting

Process your conference leads

Listen in during your meeting

Proactively manage your pipeline

Debrief after your meeting

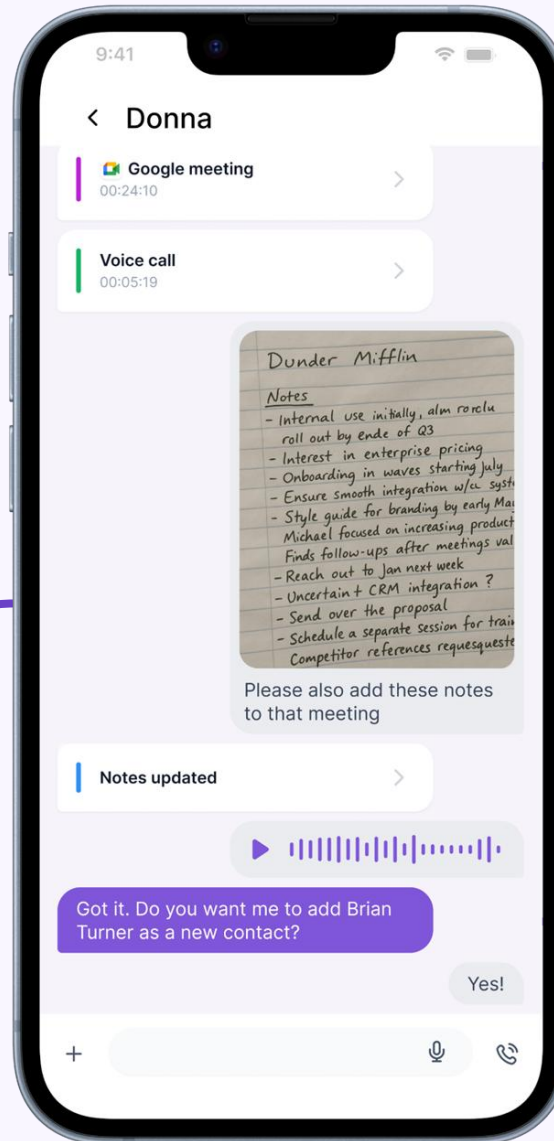
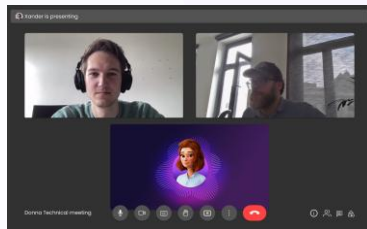


Outside sales teams need multi-modality & interactivity

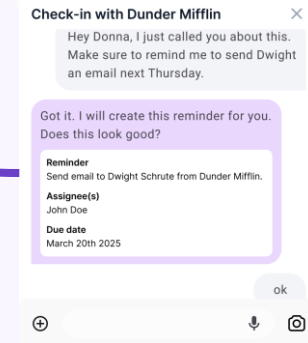
Calling



Online meetings



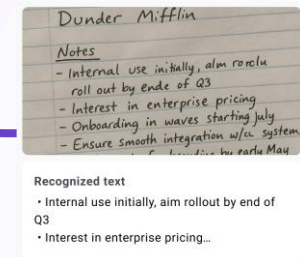
Chat/voice notes



Live recordings



Written notes



Donna's 360° customer overview


“

Hey Donna, can you give me a recap of last quarter's earnings?

“

Hey Donna, who are the key distributors working for this account?

CRM data

 **SAP Sales Cloud**

 **SAP Service Cloud**

Public data
Internet



Internal data
ERP, BI system, other custom systems

 **SAP ERP**

 **SAP BTP**

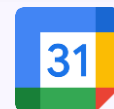
 **Power BI**

 **databricks**

 **snowflake**

 **mediafly**

Communication data
Email, Calendar, Teams



“

Hey Donna, can you provide an overview of the latest sales interactions with this client?

“

Hi Donna, could you let me know how much revenue per product line this client generated for us over the past three months?

Donna directly impacts sales efficiency and increases CRM adoption



Why Puratos was a fit for Donna?

donna.

Limited CRM adoption and loss of valuable field Insights

CRM adoption challenges

Valuable insights from in-person conversations, including customer feedback, objections, and competitor activity, largely remain undocumented.

Need for better customer insights

Sales reps struggled to capture insights immediately after bakery visits, while conversations were still fresh.

Loss of frontline knowledge

Important field insights don't reach the wider team, leading to missed opportunities, weaker follow-ups, and limited visibility into customer needs and market dynamics.

Why Donna @ Puratos



donna

A photograph of a bakery display case filled with various breads and pastries. The breads are arranged on shelves and in baskets, with some labeled. The lighting is warm, highlighting the golden-brown crusts of the breads. The background shows a glimpse of the bakery's interior, including a counter and some equipment.

Inside the **Daily Sales Experience** @ Puratos

90.000
Customer
visits
by **month**

32.000
Customers
visited
by **month**

Between
5 & 9
visits a day
for **Artisans**

<10%
visits
with **notes**

<30%
time spent
on **Sales**
activities

How **Donna** can help us ?

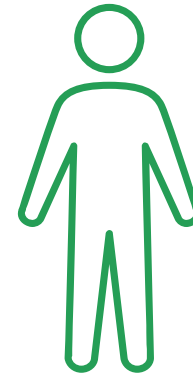
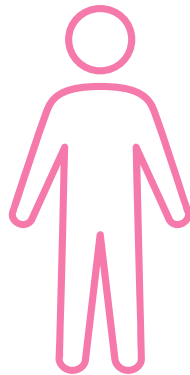
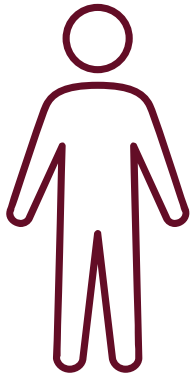
"A **visit not in CRM** is not a visit "

"CRM has to provide **the right info** to better prepare the visits and **sell more**"

"We want to **capture all information and insights** immediately after the visit "

"We want sales to **record all post visit tasks, e-mails...** in CRM"

"We want to **free time for sales** to sell more ..."



Free sales teams from admin work with AI-powered assistance

Today

Strong CRM Governance

High Execution Expectations

Admin Friction for Sales

Data Quality is Critical

With Donna

Simplify CRM Execution

Increase adoption through lower effort

Improve data at the source

Prepare for future sales enablement

What success will look like...



More time spent **on Sales** for Sales rep
Less manual tasks



Increased % and quality of customer insights
ending up in CRM



Better follow-up of **post visit activities** :
notes, opportunities, tasks, mails ...

Implementation

donna.

A. Challenge

B. Implementation

C. Results

Donna Implementation (<2 months)

(minimal IT involvement required)

Deep dive into the client's Salesforce environment

Mapping of custom objects, fields, and workflows

Designing the optimal experience for field sales reps

🕒 1 hour

Technical integration

Functional scoping

Align on CRM objects & fields and agents to be used by the sales reps.

Prerequisite: *high-level Donna scope defined during technical workshop*

🕒 1-2 hrs

Mapping of your CRM objects & fields by Donna team.

Implementation of agents by Donna team

Testing with project team and then some test users

🕒 <6 -8 weeks

Technical setup & testing

Sales rep training

Group onboarding for the first 20 sales reps.

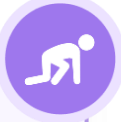
In-depth training on using Donna.

Rollout to next wave of **100 users** after 2 months

🕒 <1-2 hours

Wave-based roll-out


Best practice for optimal adoption



Start with Early Adopters (Top 20%)

Engage your most innovative and forward-thinking users first. Their enthusiasm & feedback will shape the experience and build credibility. Start with the most impactful use cases.


CRAWL
Limited scope (2-3 months)



Grow with Enthusiastic Followers (Next 30%)

Leverage the momentum from early adopters to onboard the next wave of users. Their satisfaction will fuel word-of-mouth and social proof. Add more use cases to deliver even more value.

WALK
Extended scope



Scale to Mainstream Majority (Final 50%)

With trust and proven value in place, confidently bring on the majority. This group will follow once they see consistent results and widespread adoption.

RUN

Donna POC Scope

2 teams of 10
people in
US and **Belgium**

Starting April 7-14
until end of May



1.

Prepare you
for the meeting



2.

Debrief after
your meeting

Pre-meeting briefing
to prepare the sales rep for the upcoming meeting



Post meeting call
to get everything logged into SAP



Results so far

donna.

A. Challenge

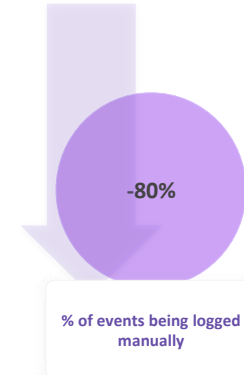
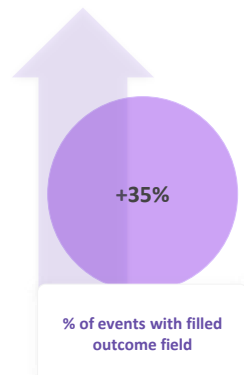
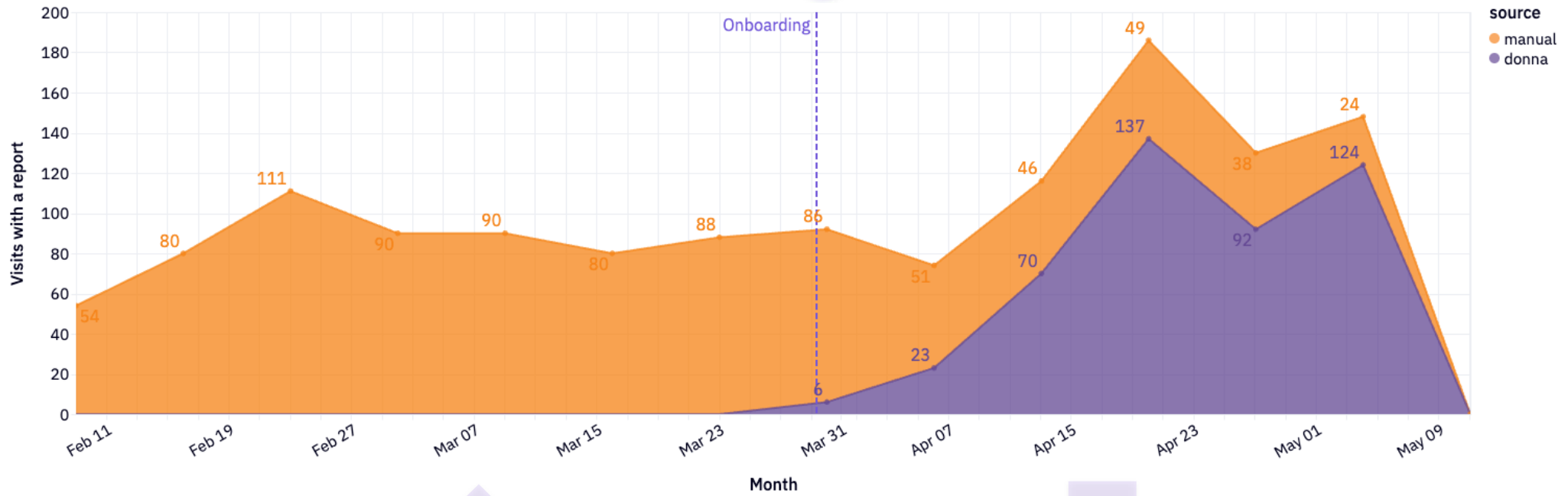
B. Implementation

C. Results

Meetings containing info doubled after Donna's implementation

Amount of meetings with visit logged (with a report) per week; and how they were logged

(over existing active user group)



A. Challenge

B. Implementation

C. Results

Building the data foundation for an agentic future!

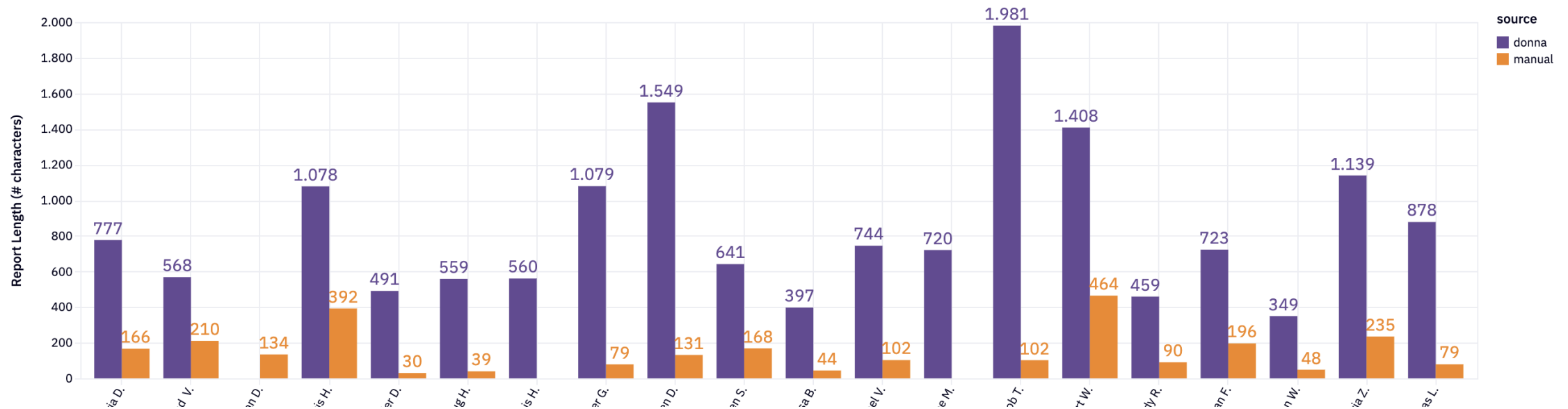
With Donna, each visit report now contains 6x more structured info – creating the high-quality data layer future AI agents will rely on

873
VS
141
characters

Avg. length of visit report

Average Length of Visit Report 'outcome', per user

(in amount of characters, over existing active user group)



A. Challenge

B. Implementation

C. Results

Turning debrief insights into concrete actions

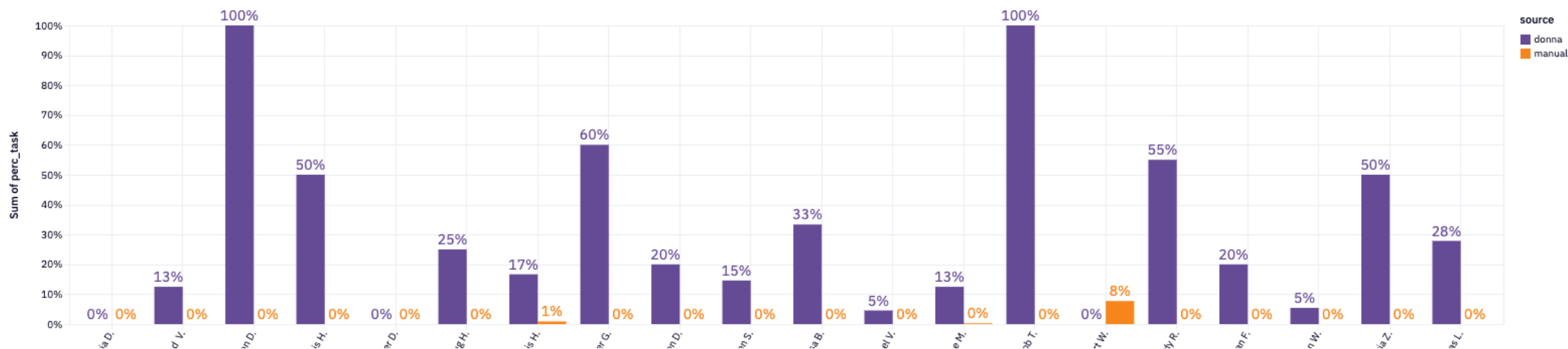
By proactively identifying follow-up signals in debrief calls,
Donna ensures no opportunity gets lost in C4C

+80% of sales reps is logging tasks now

Task creation now vs. before

Visits with linked tasks

(in %, over existing active user group)



Let's talk!



www.askdonna.com