



SAP Customer Experience

Intelligent SAP C/4HANA Experience Workshop

Module 2: Intelligent Sales Solutions

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PUBLIC

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Intelligent SAP C/4HANA Experience Workshop

Business requirements and solution demands in the area of modern CX

1

SAP's Customer Experience Strategy

Get an overview on the strategy and solution portfolio



2

Intelligent Solution

Learn how AI/ML technologies help organizations to deliver better CX



3

Hands-On Experience

Experience our intelligent scenarios hands-on



4

Predictive Analytics

Gain insights and make better business decisions with SAP Analytics Cloud



5

Machine Learning

Detect your own patterns in big data with SAP Leonardo Machine Learning Foundation



6

Conversational Bots & Agents

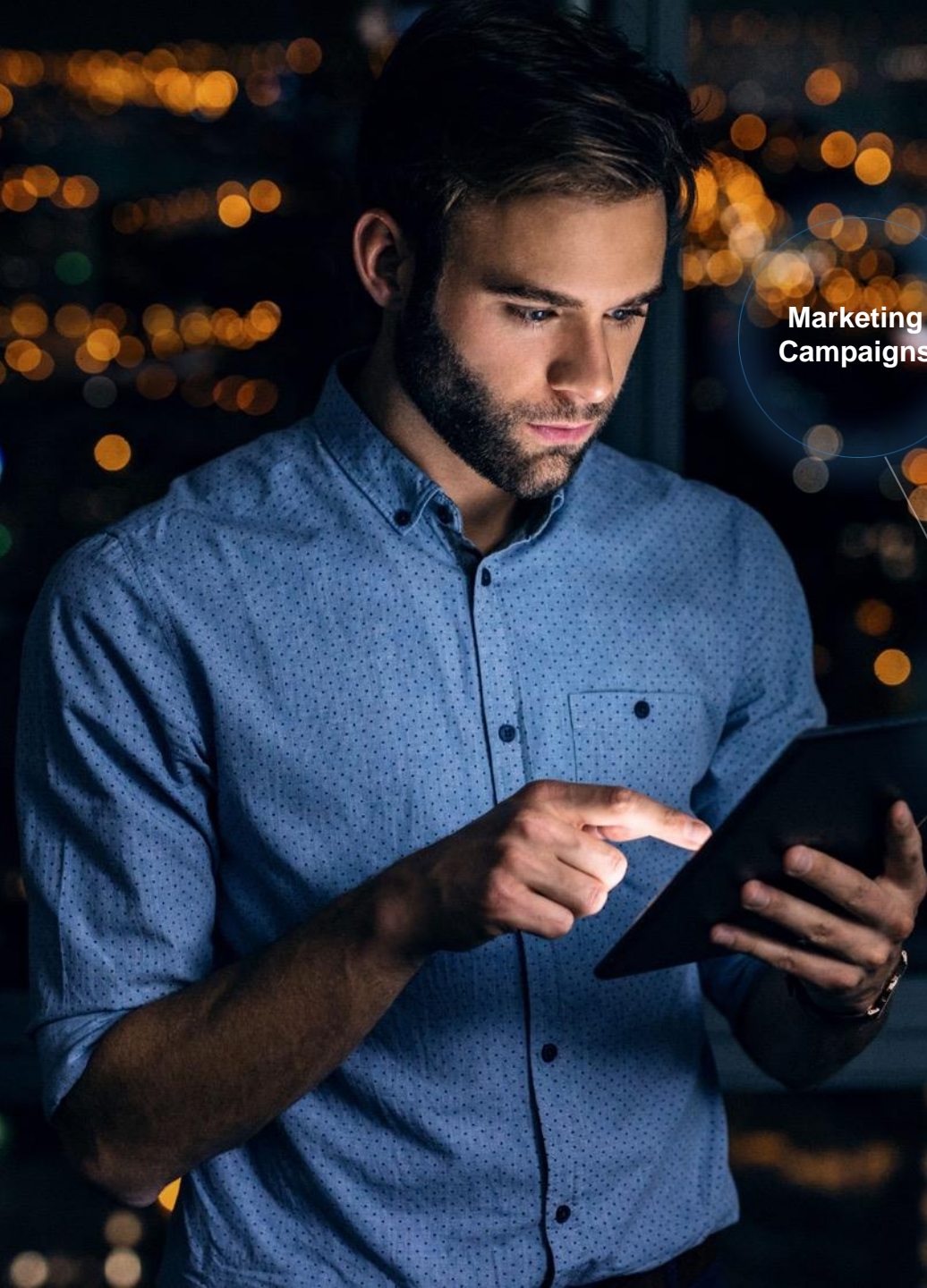
Create intelligent bots for repetitive tasks using SAP Conversational AI



Enable data-driven customer journeys to provide better customer engagement & brand experiences

Experience is the Opportunity

Bad selling experience = Bad customer experience



**Marketing
Campaigns**

**Email &
Calendar**

**Sales
Content**

**Configure
Price Quote**

Commissions

**Contract
Lifecycle
Management**

**Billing &
Revenue
Recognition**

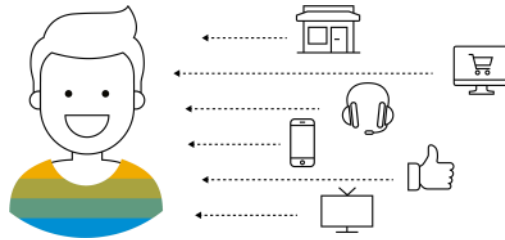
**Automate the
Selling
Experience**



**Optimize
Sales Processes**



**Deliver a Better
Customer
Experience**



**SAP Sales Cloud **Intelligent
Recommendations** powered
by SAP Leonardo**

SAP Sales Cloud Solutions



Sales Learning



Sales Content



Partner Relationship
Management



Configure
Price Quote (CPQ)



Contract Lifecycle
Management (CLM)



Sales Performance
Management



Forecasting and
Pipeline Management



Subscription Billing
& Revenue
Management


Sales Automation (SA)

SAP Leonardo (AI and Machine Learning)

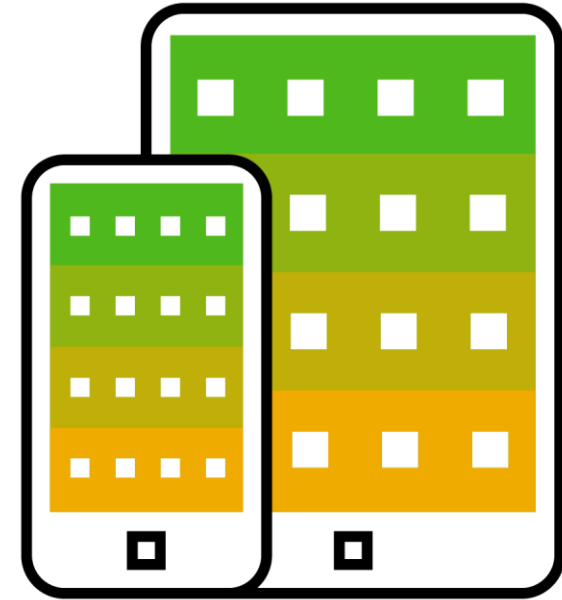


How we envision and deliver **Intelligent Sales**



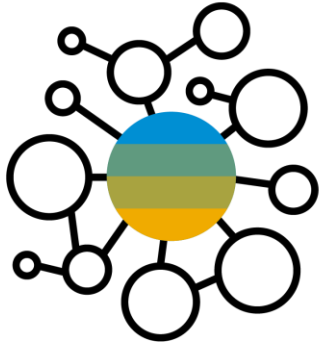
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Platforms are for **data scientists**

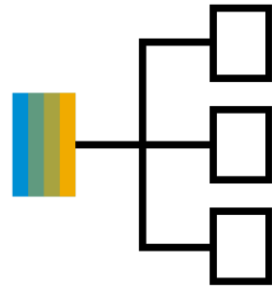


Solutions are for **business user**

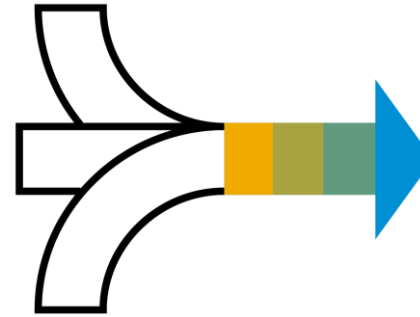
Continuous ensemble machine learning



Connected Sales
Cloud data



Many models



Embedded
recommendations



Scorecard and ROI

The power behind Augmented Intelligence

- Works out of the box without implementation
- Continuous ensemble machine learning without data scientists
- Delivers immediate value with embedded recommendations



Ensure **Sales Reps** don't leave money on the table

MISSED OPPORTUNITIES Time to on-board

Poor customer experience **SCALABILITY**

Time consuming *Error prone quoting*

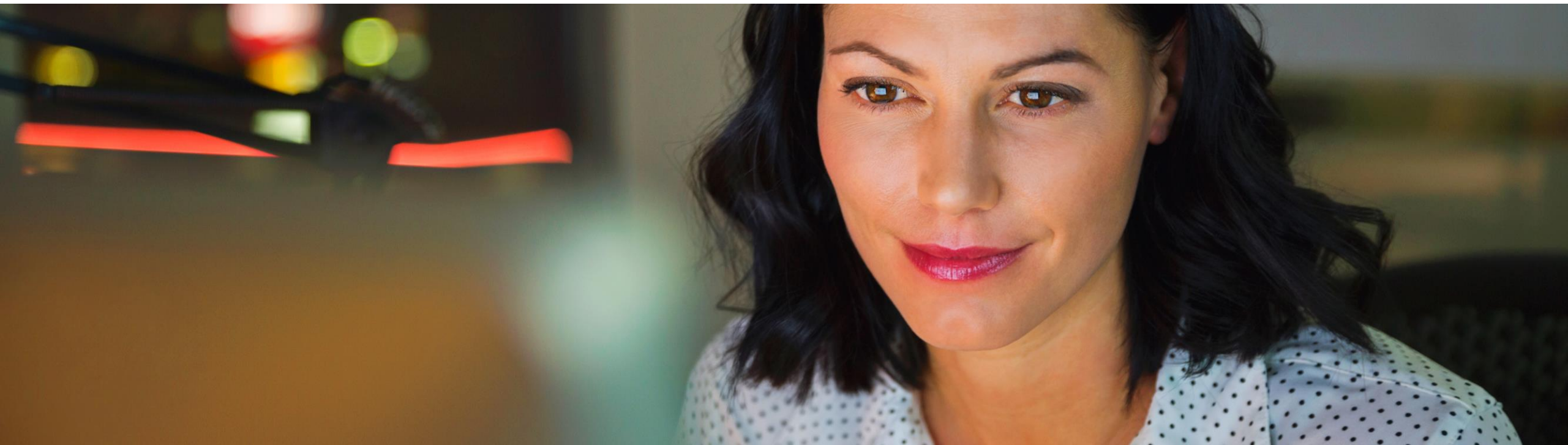
Excessive discounting **MULTI-NATIONAL**

Margin erosion **CUSTOMER SPECIFIC PRICING**

MULTI-CURRENCY *Omni-channel* **Time to market**

The **simplicity**, **performance**, and **embedded intelligence** of SAP CPQ makes offering customers the right product, at the right price, at the right time, ***effortlessly.***

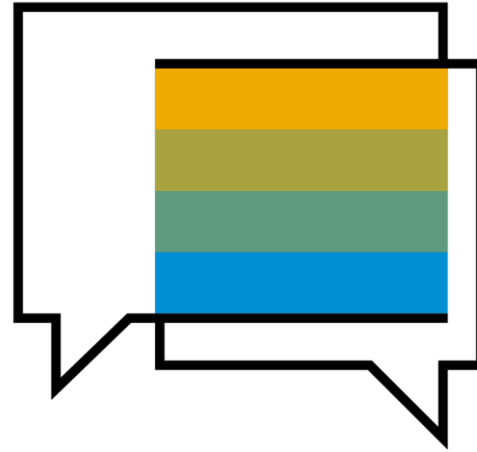
SAP CPQ In Action



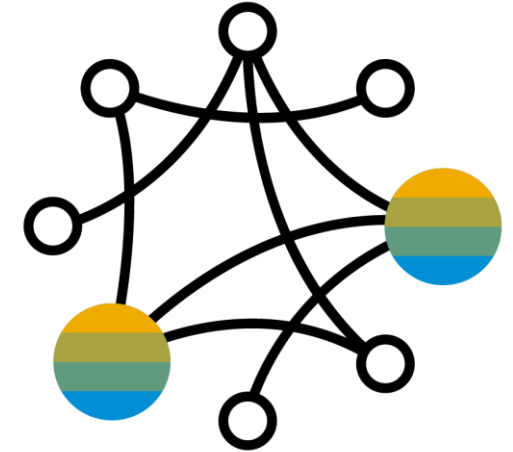
How does Intelligent CPQ work?



Evaluates the products and pricing of each quote



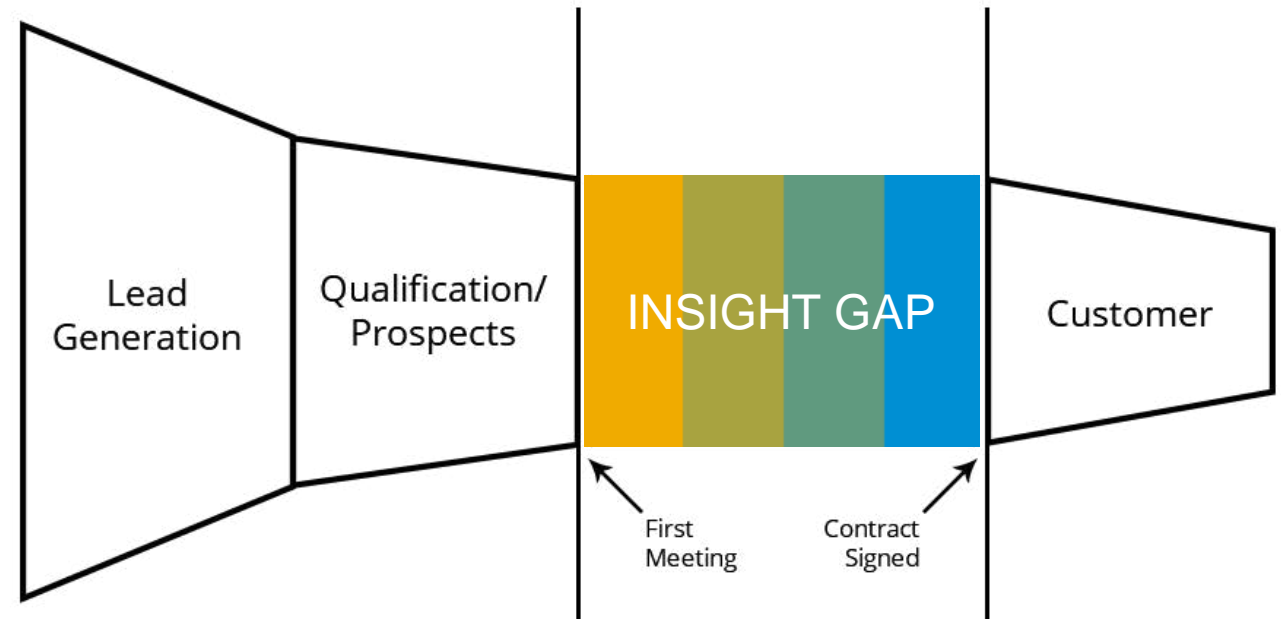
Understands customer and sales rep history



Delivers up-sell, cross-sell and price recommendations

Give **Sales Leaders** visibility to advance deals forwards

- 40% of Sales Managers' time is wasted forecasting
- 30% of Committed deals slip

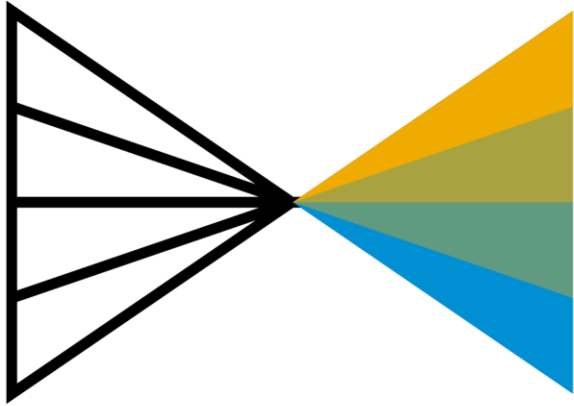


Empower your team to deliver **revenue growth** at every **sales moment** and **customer engagement**, ***effortlessly***

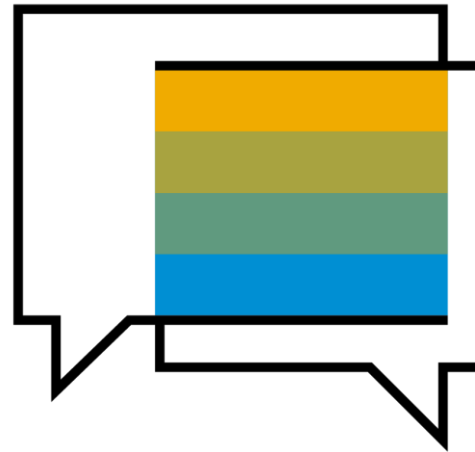
SAP Intelligent Sales Execution In Action



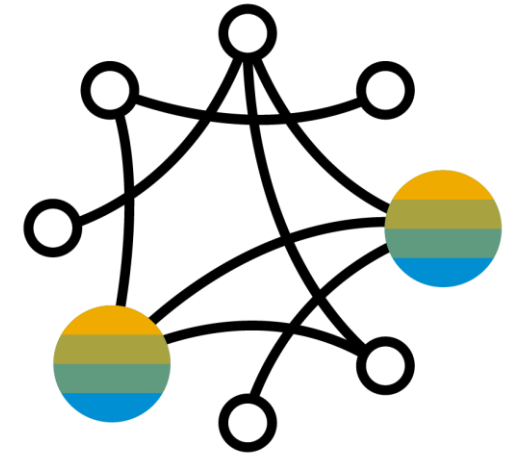
How does Intelligent Sales Forecasting and Pipeline Management work?



Evaluates opportunity data and progression



Understands customer and sales engagement in-and-out of CRM



Delivers best next action recommendations to increase forecast accuracy and increase deal velocity.

Enable **Sales Operations** to motivate the right behaviors

Plan Design

Efficiency

Transparency



Deliver transparent incentives quickly and change **sales behaviors**. Take the right business decisions with **powerful dashboards**, **modeling**, and **intelligence**, *effortlessly*.

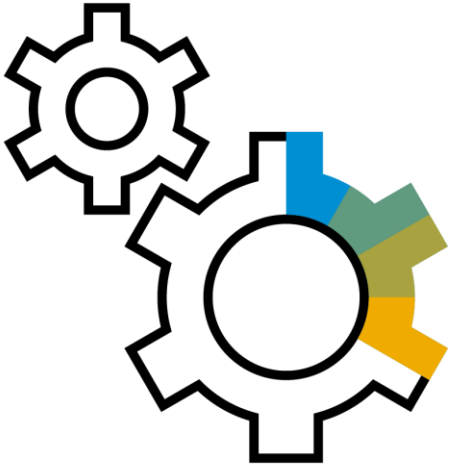
SAP Commissions In Action



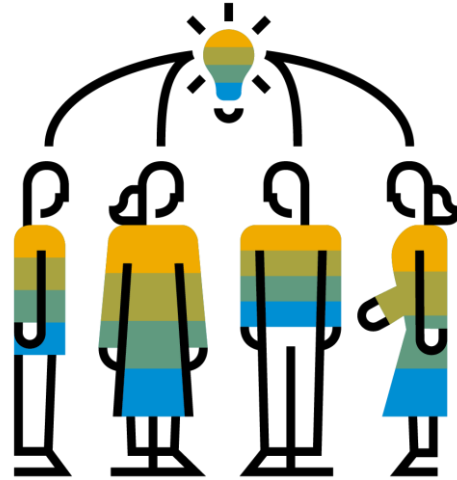


Driving **win-win** outcomes

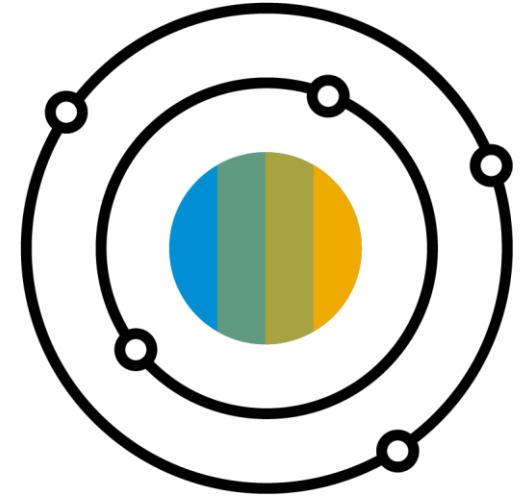
How does Intelligent Commissions work?



Evaluates how each component impacts revenue and expenses



Understands participation and how each person compares to their peers



Delivers specific and actionable recommendations to optimize individual and plan performance

SAP Sales Cloud

Intelligent Suite

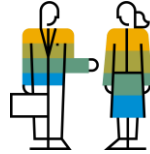
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**Price
Optimization**



**Up-sell & Cross-sell
Recommendations**



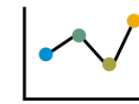
**Relationship
Intelligence**



**Deal
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**Pipeline
Management**



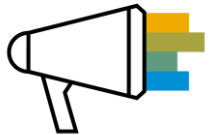
**Predictive
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**Incentive
Optimization**

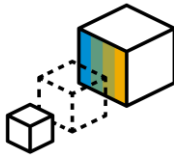


**Intelligent
Coaching**



**Lead
Intelligence**

PLANNED



**Configuration
Recommendation**



**Prospecting
Intelligence**



**Sales
Assistant**



**Territory Balancing
and Alignment**



**Quota
Optimization**



**Content
Attribution**

FUTURE



**Intelligent
Negotiations**



**Dispute
Optimization**



**Fraud
Detection**



**Sales Capacity
Planning**



**Content
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**Training
Recommendation**

SAP Sales Cloud

Intelligent Solutions, **SAP CPQ**

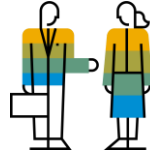
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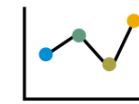
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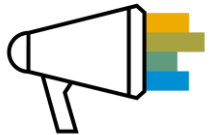
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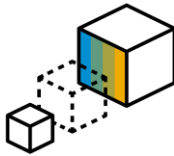


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Intelligent Solutions, **SAP Intelligent Sales Execution**

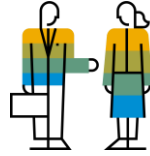
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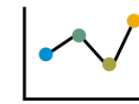
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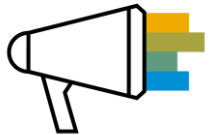
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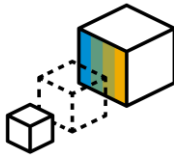


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SAP Sales Cloud

Intelligent Solutions, **SAP Commissions**

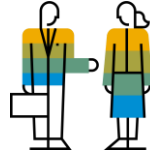
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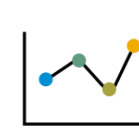
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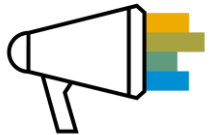
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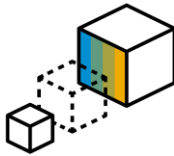


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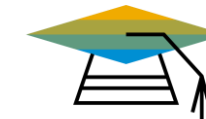
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SAP Sales Cloud

Intelligent Solutions, **SAP Cloud for Customer**

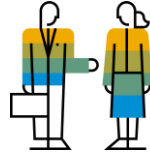
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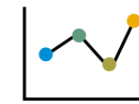
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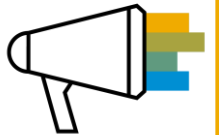
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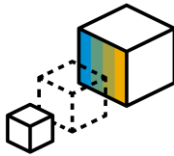


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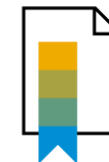
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SAP Sales Cloud

Intelligent Solutions, **Territory & Quota**

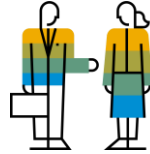
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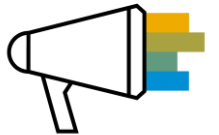
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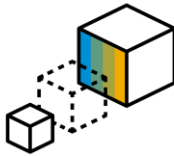


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Intelligent Solutions, **Sales Content**

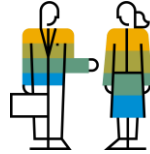
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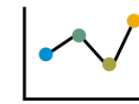
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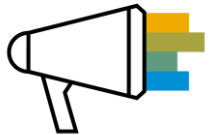
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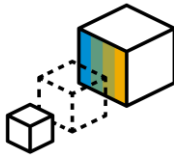


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Intelligent Solutions, **Sales Learning**

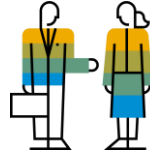
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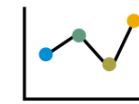
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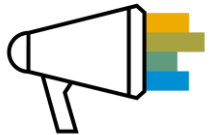
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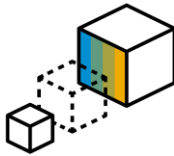


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Intelligent Solutions for Sales delivers immediate value



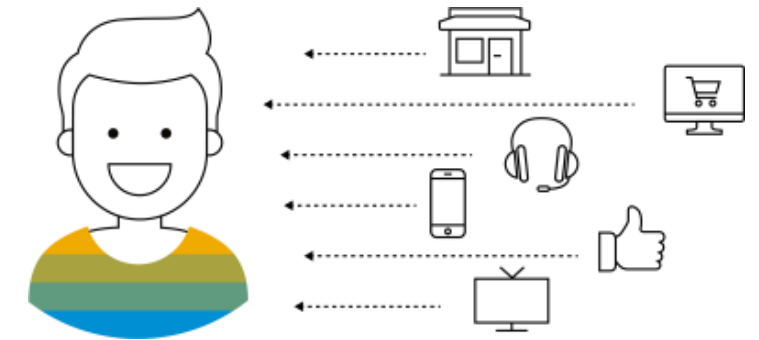
Automate the Selling Experience

- Spend more time selling
- Eliminate guesswork
- Increase revenue



Optimize Sales Processes

- Go from tactical to strategic
- Drive the right behaviors
- Faster, accurate planning



Deliver a Better Customer Experience

- More meaningful and responsive engagement
- The right products, at the right price at the right time

Thank you.

Contact information:

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Kevin Markl

Product Marketing Manager

Kevin.markl@sap.com

SAP Customer Experience **LIVE**

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