Intelligent SAP C/4HANA Experience Workshop

Module 2: Intelligent Sales Solutions

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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 $\equiv$ Bad customer experience
Automate the Selling Experience

Optimize Sales Processes

Deliver a Better Customer Experience

SAP Sales Cloud Intelligent Recommendations powered by SAP Leonardo
How we envision and deliver
Intelligent Sales
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

**AVAILABLE**
- Price Optimization
- Up-sell & Cross-sell Recommendations
- Relationship Intelligence
- Deal Intelligence
- Pipeline Management
- Predictive Forecasting
- 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 Recommendation
- Training Recommendation
SAP Sales Cloud
Intelligent Solutions, SAP CPQ
SAP Sales Cloud
Intelligent Solutions, SAP Commissions

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SAP Sales Cloud
Intelligent Solutions, SAP Cloud for Customer

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SAP Sales Cloud
Intelligent Solutions, Territory & Quota

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SAP Sales Cloud
Intelligent Solutions, **Sales Content**

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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.

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