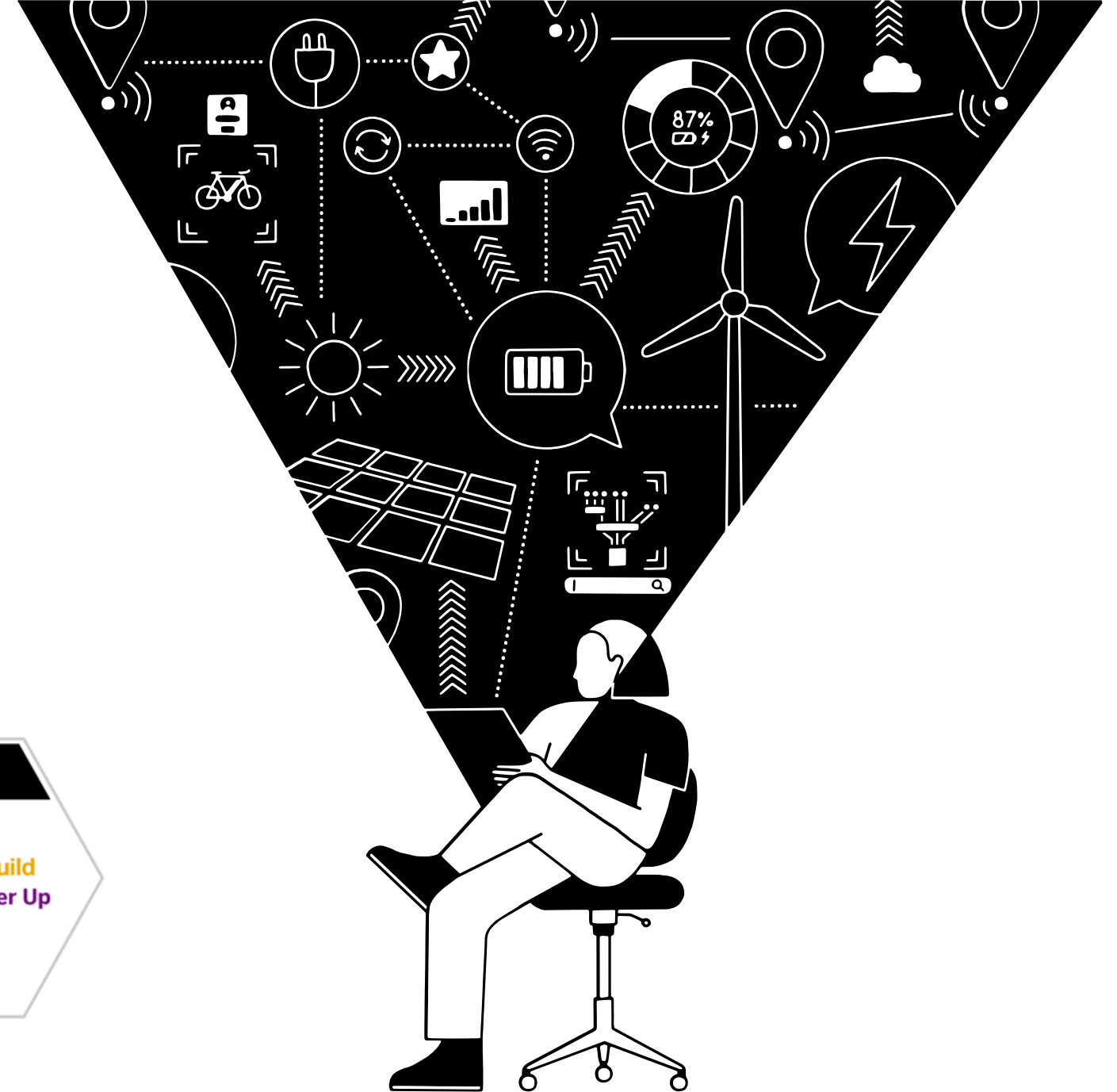


Salesforce Sales Funnel Analytics for SAP Datasphere and Analytics Cloud

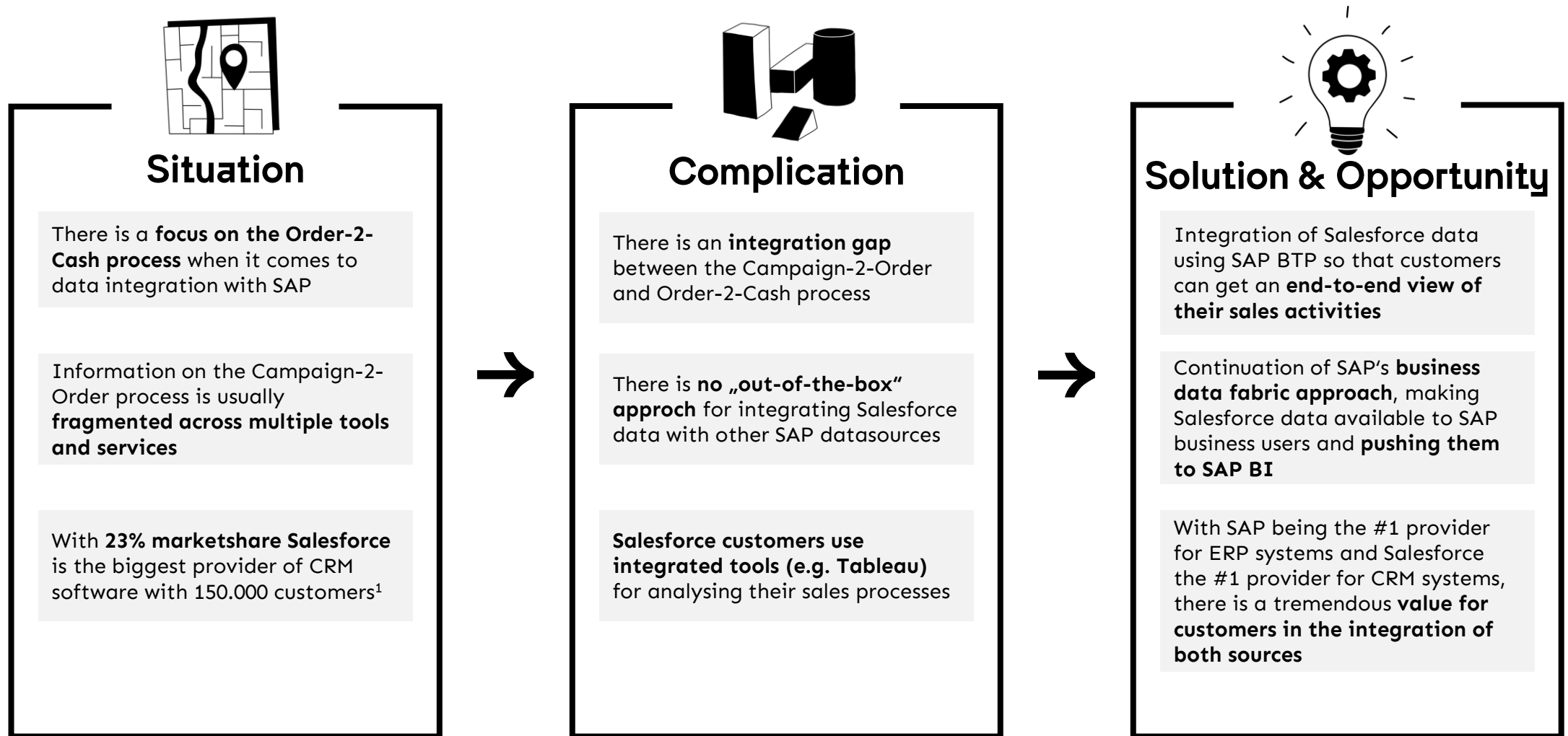
January 2024



exeta



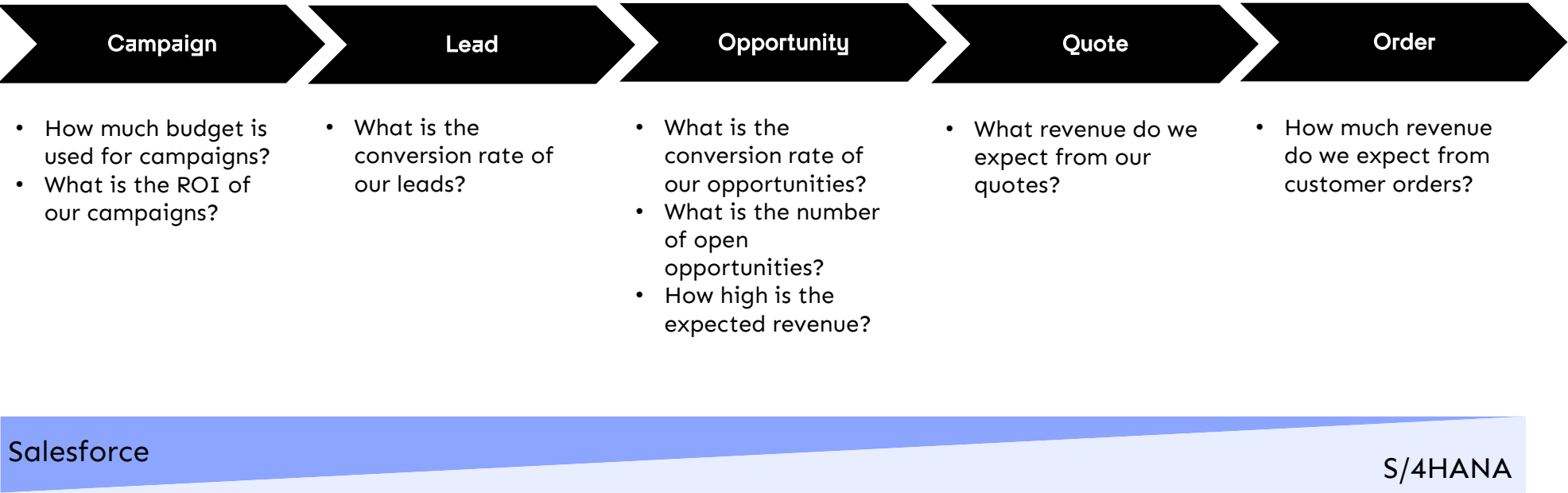
Why do we have to talk about integrating Salesforce data in SAP BTP?



¹IDC Worldwide Semiannual Software Tracker

Sales Funnel Analysis is not straight forward

We are using one unified analytic model to cover all questions along the sales funnel.



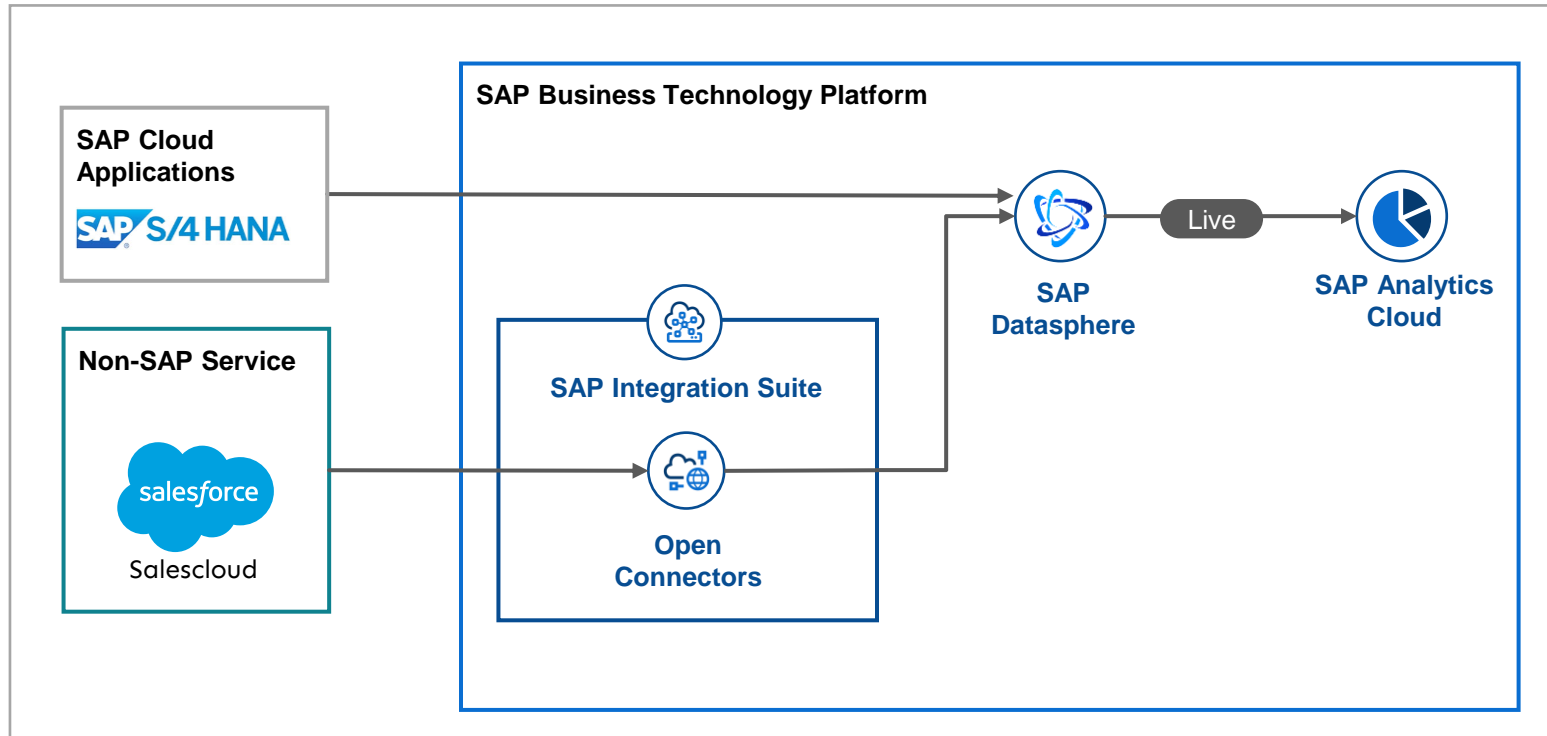
// Sales activities are not as straight forward as simplified process chains might promise. To fully analyze a sales funnel, facts from multiple source systems and tables must be considered. //

Andras Kramer
Senior Director Data Strategy and Services

Solution Architecture

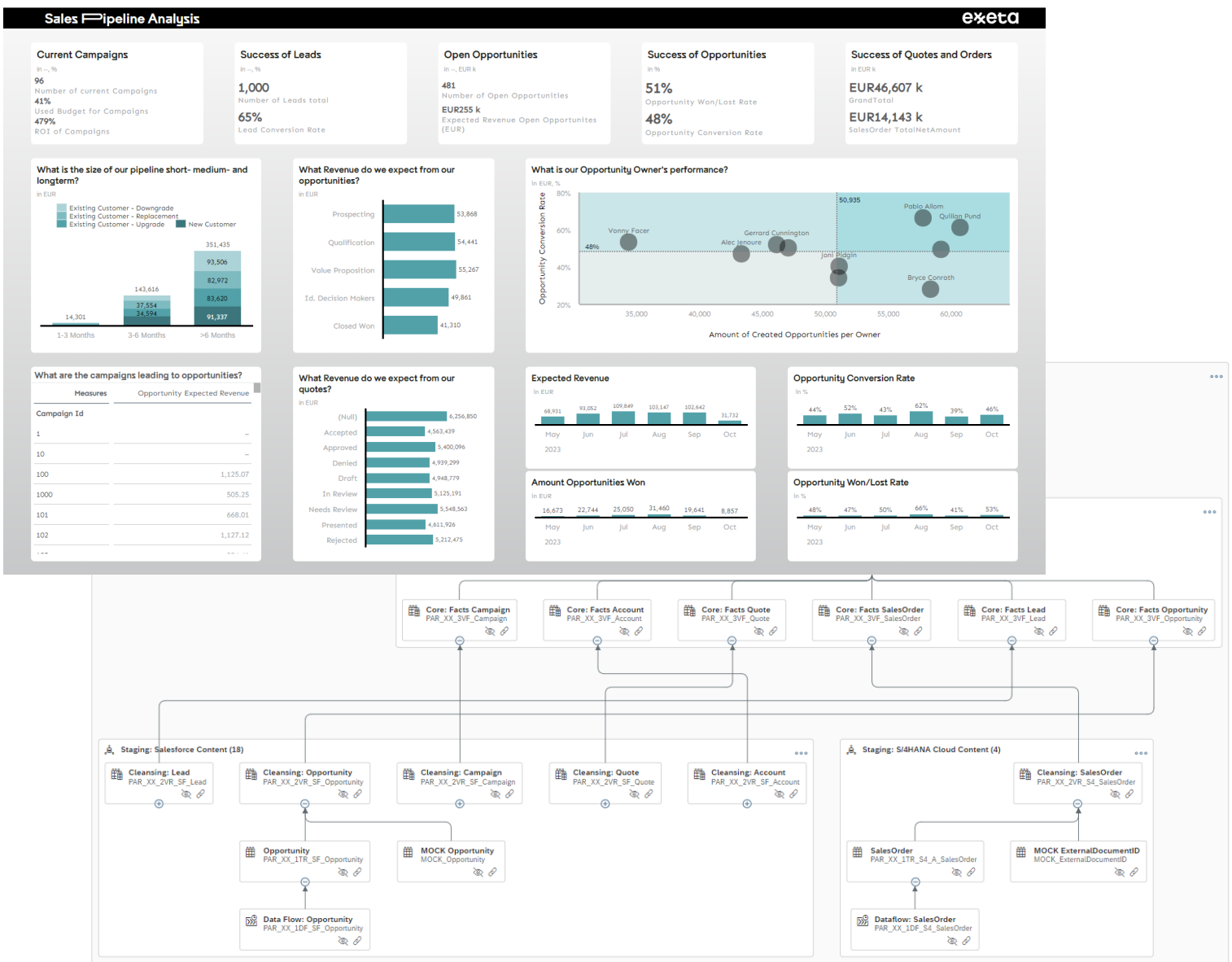
Standard Content Scope

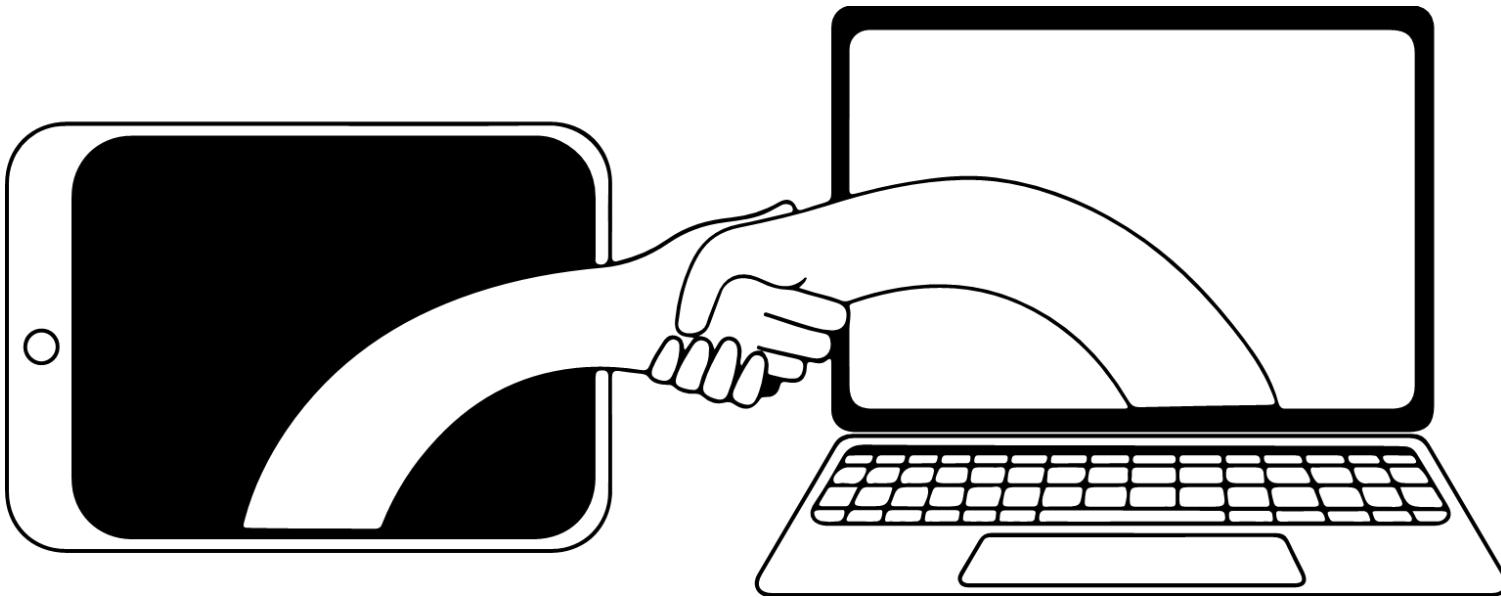
- The standard content leverages SAP BTP solutions to cover sales funnel analytics from campaign to order
- Integration of Salesforce Salescloud data via open connectors within SAP Integration Suite
- Integration of S/4HANA data via Datasphere native connectors
- Cleansing and Harmonization of data using SAP Datasphere
- Create valuable insights from Salesforce data using SAP Analytics Cloud



Content Example

- Sales Pipeline Analysis to current sales funnel based on leads & opportunities
- Evaluation of performance of various entities such as campaigns or opportunity owners
- Analysis of forecasted revenue based on sales funnel
- Integration of Salesforce Sales Cloud data and S/4HANA Cloud data
- Multi-layer data modeling in SAP Datasphere





LET'S STAY IN TOUCH

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