



# HACKATHON 2023: Speed Up Sales with AI

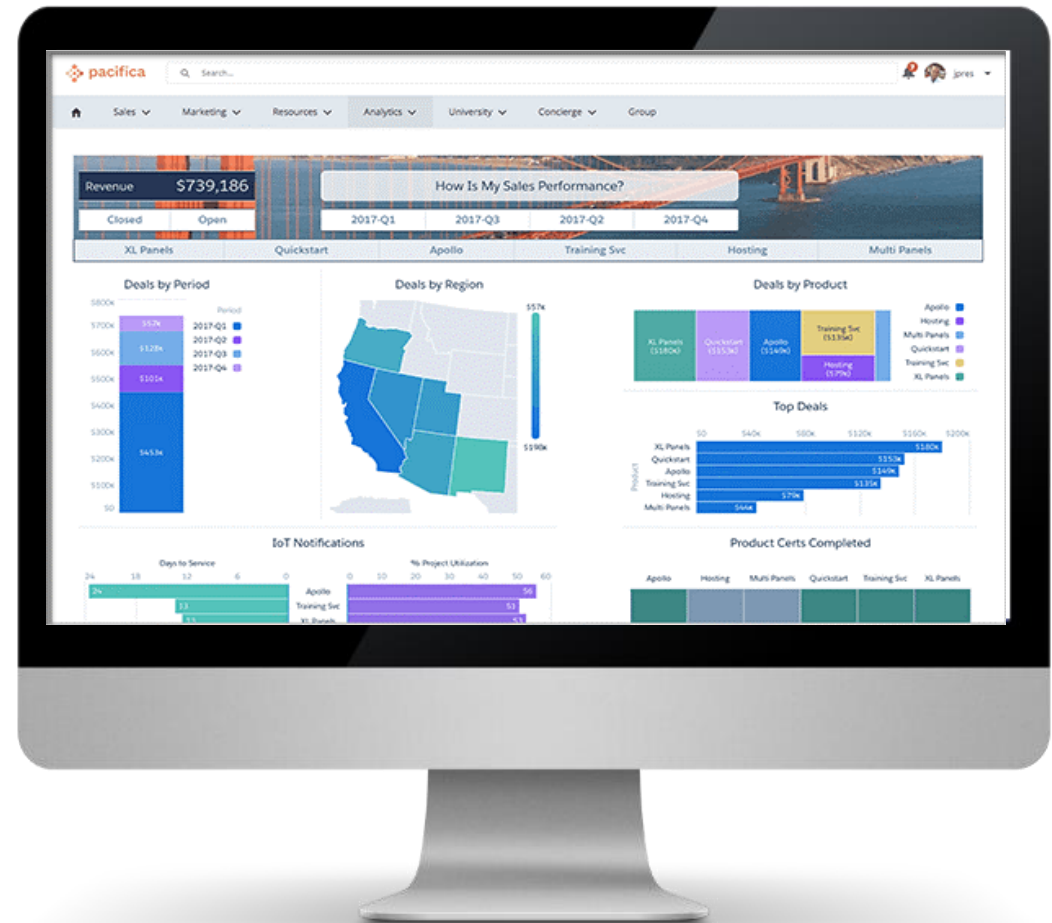
Enabling Salesforce PRM AI to Create Partner/Customer Success in Keysight Indirect Channel Sales

## GLOBAL PARTNER SALES

What we do now will write our future.

# Objective:

**Easily manage the entire partner lifecycle on one agile and secure Salesforce platform.**



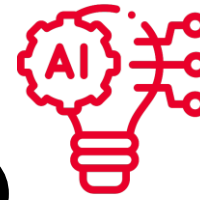
# Current Keysight Pain Points

## of not having Salesforce PRM in Keysight SFDC account:



1. **Not able to identify Keysight partner's sales orders.** Currently track on manual spreadsheets.
2. **Lack of visibility into partner performance hinders Keysight's ability to improve indirect channel sales:** Without visibility into partner performance, Keysight cannot identify which partners are performing well and which partners need support.
3. **Manual partner management leads to missed opportunities and unhappy partners:** When partner management is manual, it is more likely to lead to errors and missed opportunities.
4. **Need to improve channel efficiency:** Keysight's sales and channel teams are spending too much time on manual tasks. Keysight needs to automate partner management in order to free up its sales and channel teams to focus on strategic activities.
5. **Need to improve partner mindshare:** Keysight needs to be top of mind for its partners. Keysight can improve partner mindshare by providing partners with the data and support they need by making it easy to do business with Keysight.
6. **Difficulty measuring the ROI of partner marketing and sales efforts:** It is important for Keysight to be able to measure the ROI of its partner marketing and sales efforts.
7. **Maintaining multiple different CMS platforms is not cost-effective** for Keysight and can be confusing for partners who participate in multiple programs and face different user interfaces (UIs).

# Analysis of the Top 7 Pain Points generated by AI-assistant (PaLM LLM)



## 1. Not able to identify Keysight partner's sales orders. Currently track on manual spreadsheets.

- **Impact:** This makes it difficult for Keysight to track partner performance and identify opportunities to support and grow partner sales.
- **Solution:** Salesforce PRM can provide a centralized view of all partner sales orders, making it easy for Keysight to track performance and identify opportunities.

## 2. Lack of visibility into partner performance hinders Keysight's ability to improve indirect channel sales.

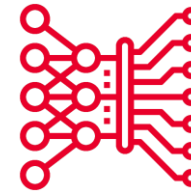
- **Impact:** Without visibility into partner performance, Keysight cannot identify which partners are performing well and which partners need support. This can lead to missed opportunities and lost sales.
- **Solution:** Salesforce PRM provides insights into partner performance, such as sales pipeline, closed deals, and revenue. This information can be used to identify high-performing partners and provide support to low-performing partners.

## 3. Manual partner management leads to missed opportunities and unhappy partners.

- **Impact:** When partner management is manual, it is more likely to lead to errors and missed opportunities. This can also lead to frustrated partners who have difficulty getting the support they need.
- **Solution:** Salesforce PRM automates many of the tasks involved in partner management, such as lead routing, opportunity management, and case management. This frees up Keysight's sales and channel teams to focus on more strategic activities and provides partners with the support they need.



# Analysis of the Top 7 Pain Points generated by AI-assistant (PaLM LLM)



## 4. Need to improve channel efficiency.

- **Impact:** Keysight's sales and channel teams are spending too much time on manual tasks. This is taking away from time that could be spent on more strategic activities, such as developing new partnerships and growing existing partnerships.
- **Solution:** Salesforce PRM automates many of the manual tasks involved in partner management, freeing up Keysight's sales and channel teams to focus on more strategic activities.

## 5. Need to improve partner mindshare.

- **Impact:** Keysight needs to be top of mind for its partners in order to maximize sales and achieve its indirect channel goals.
- **Solution:** Salesforce PRM can help Keysight improve partner mindshare by providing partners with the data and support they need. Salesforce PRM can provide partners with access to sales leads, training materials, and marketing resources. Salesforce PRM can also make it easy for partners to do business with Keysight by providing a single platform for managing all aspects of the partnership.

## 6. Difficulty measuring the ROI of partner marketing and sales efforts.

- **Impact:** It is important for Keysight to be able to measure the ROI of its partner marketing and sales efforts in order to make informed decisions about how to allocate resources.
- **Solution:** Salesforce PRM provides insights into the ROI of partner marketing and sales efforts. For example, Salesforce PRM can track leads generated from partner marketing campaigns and sales closed by partners. This information can be used to measure the ROI of partner marketing and sales efforts and make informed decisions about how to allocate resources.

# Analysis of the Top 7 Pain Points generated by AI-assistant (PaLM LLM)

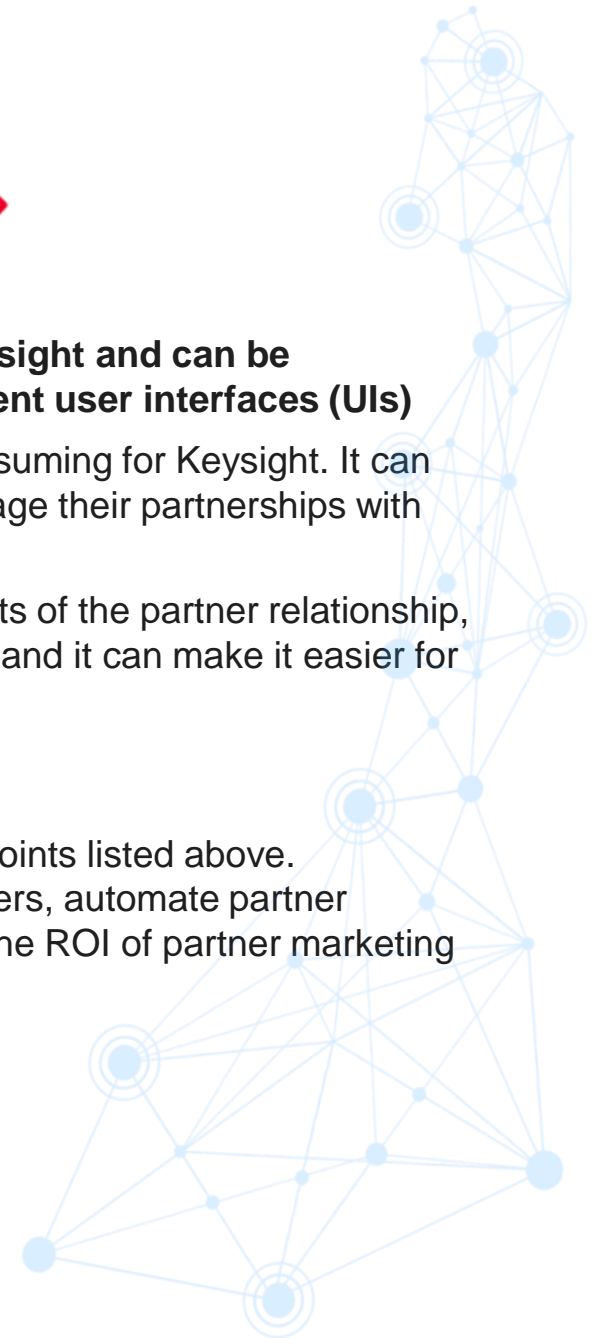


## 7. Maintaining multiple different CMS platforms is not cost-effective for Keysight and can be confusing for partners who participate in multiple programs and face different user interfaces (UIs)

- **Impact:** Maintaining multiple CMS platforms can be expensive and time-consuming for Keysight. It can also be confusing for partners who have to learn and use different UIs to manage their partnerships with Keysight.
- **Solution:** Salesforce PRM provides a single platform for managing all aspects of the partner relationship, including content management. This can help Keysight save money and time, and it can make it easier for partners to do business with Keysight.

### Recommendations:

I (AI) recommend that Keysight implement Salesforce PRM to address the pain points listed above. Salesforce PRM can help Keysight improve partner performance, track sales orders, automate partner management, improve channel efficiency, improve partner mindshare, measure the ROI of partner marketing and sales efforts, and save money on CMS costs.



# Benefits



## Salesforce PRM AI can help to:

**Improved efficiency:** **Streamline** the indirect channel sales process, freeing up time and resources for Keysight and its partner channels.

**Accelerate channel productivity** with **AI-powered workflows**: channel sales & marketing **automation**.

**Boost global channel ROI** with actionable insights and self-service capabilities: channel analytics & services automation.

**Empower every partner** with a personalized experience: experience builder **automation** and partner onboarding.

**Increased collaboration:** **Improve** collaboration between Keysight and its partners, ensuring that everyone is working towards the same goal: to sell Keysight products.

**Enhanced customer satisfaction:** **Improve** customer satisfaction by providing partners with the tools and resources they need to deliver a better customer experience.

**Enhanced partner relationships:** **Enhance** partner relationships by providing one **agile** platform for communication and collaboration.

**Reduced costs:** **Reduce** the costs associated with indirect channel sales by automating tasks, streamlining processes, and improving collaboration.

**Increased insights:** **Provide** Keysight with deeper insights into the indirect channel sales process. This can help the company to identify new opportunities, improve its targeting, and make better decisions.

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## Boost partner relations – and ROI – with AI-powered PRM

- **AI-powered lead routing:** This can help to ensure that leads are handled quickly and efficiently, and that partners have the opportunity to close more deals.
- **AI-powered partner performance analytics:** AI can be used to analyze partner performance data and identify partners that are struggling. This information can then be used to provide targeted support to these partners, helping them to improve their performance and become more successful.
- **AI-powered partner churn prediction:** AI can be used to analyze partner data and identify partners that are at risk of churning (leaving). This information can then be used to develop proactive strategies to retain these partners.
- **AI-powered partner recommendation engine:** AI can be used to recommend products and services to partners, based on their past sales data and customer needs. This can help partners to identify new opportunities to grow their businesses.



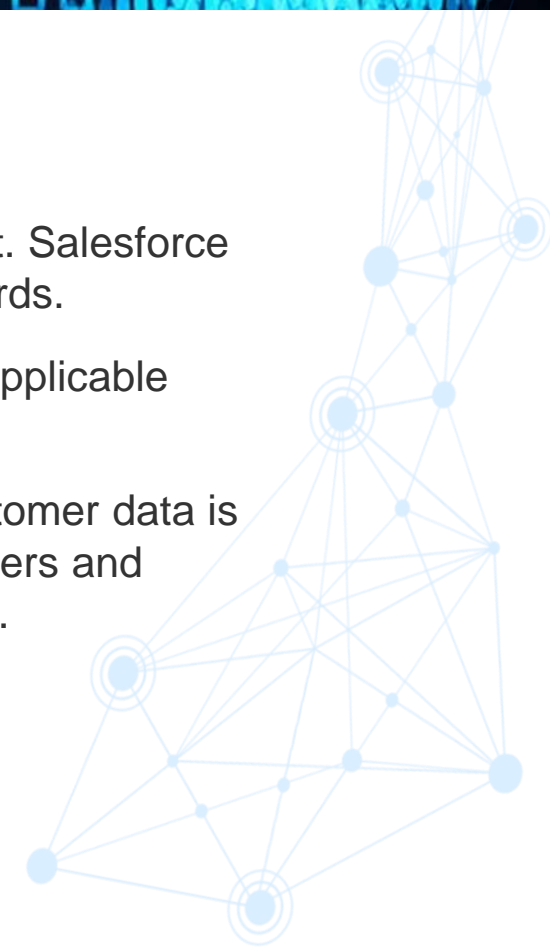


## Cybersecurity

The cybersecurity of customer and partner data is a top priority for Keysight. Salesforce PRM AI is built on a secure platform that meets the highest industry standards.

The platform is also regularly audited to ensure that it is compliant with all applicable regulations.

By using Salesforce PRM AI, Keysight can be confident that its partner/customer data is protected and secure. This will help the company to build trust with its partners and customers, and to create a more successful indirect channel sales program.



# Top Comments

## Hackathon'23

**Kari Fauber** 08/30/2023

Keysight does ~20% of our business through partners without the ability to integrate partner relationship management tools into our infrastructure like SFDC. Improving the integration and visibility of partner business is important.



**John Blevens** 08/31/2023

These tools are imperative for our ever expanding partner business. Today GPS does such a great job managing partners. As Keysight's business expands into areas of our non-core, we have been tasked with adding key partners that align with our business strategy. To scale we need these types of tools to be implemented and also note: all of our competition currently uses partner management portals and other resources that make it easy to do business with them.



**Mike Stonebraker** 08/31/2023

We are double paying and doubling the effort by not having the native capabilities in SFDC operational for the Indirect Channel Team. Enabling SFDC PRM would be a Great Leap Forward in efficiency and effectiveness with our partners.



**Sheri Wenzel** 08/31/2023

The gains in efficiency that can be achieved with implementing this capability are huge. The time and resources to maintain bespoke systems negatively impact our visibility and partner management capabilities. Our ability to better automate our channel activities will allow more time to be spent on market capture and preference generation.



**Gail Heck-Sweeney** 09/26/2023

These Partners allow us to reach untapped markets, providing value-added services and offering innovative solutions. They provide routes to market that are better and faster to new markets. Competition for partner mindshare is growing so if we can provide accurate and reliable data to our partners, we can grow our mindshare and business with them. Enabling SFDC PRM would be a gain in productivity, efficiency and effectiveness for our CAMs, AM, Channel Ops allowing more time to grow our business thru stronger partner and end customer communication.



**Carlos Barros** 08/31/2023

Enabling SFDC PRM would be a tremendous gain in productivity, efficiency and effectiveness for our CAMs, AM, Channel Ops. It is perfect aligned with Keysight's motion to allow more sales time to spend with customers and partners.





Keysight enables innovators to push the boundaries of engineering by quickly solving design, emulation, and test challenges to create the best product experiences. Start your innovation journey at [www.keysight.com](http://www.keysight.com).

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