



#baP

# SAP Cloud for Customer

## An AI-Powered CRM

**SAN**  
**FRANCISCO**  
**DESIGN**  
**WEEK**

# SAP Sales Cloud

An AI-Powered CRM



Smart  
Insights



In-depth  
Analytics



Deal  
Coaching



Account  
360 View

# SAP Sales Cloud

## Intelligent sales with actionable insights

Help sales teams accelerate the sales cycle with machine learning driven deal insights. Focus on the deals that have a higher propensity to win and receive personalized deal and account recommendations. Sell smarter, sell faster.

The screenshot displays the SAP Sales Cloud interface, featuring two main windows. The top window is a detailed view of a specific deal titled 'New Deal at Kixo', showing an 'Opportunity Score' of 88 and an 'Activity Score' of 29. The bottom window shows a list of 'My Opportunities' with various details like name, account, deal size, score, and close date. A central sidebar provides 'Smart Recommendations' such as 'Improve Win Rates by adding an Executive Sponsor' and 'Similar Deals' for other opportunities. The interface is modern and user-friendly, designed to support intelligent sales processes.

**SAP Sales Cloud**

New Deal at Kixo

Status: Active | Probability: 80% | Sales Phase: Decision | Account: ABC Corporation C1000

OVERVIEW DETAILS CHARTS ACCOUNT TEAM SALES TERRITORIES RELATIONSHIPS ADDRESSES CONTACTS INVENTORY

**Smart Recommendations**

Improve Win Rates by adding an Executive Sponsor

Top Deals included an Executive Sponsor during the Qualify Stage

Add Executive Sponsor

**Similar Deals**

New Deal at Acme Corp.

Account: Acme Corp.  
Sales Rep: Elaine Walsh  
Amount: \$7M

Deal at BMC

Account: BMC  
Sales Rep: Jack Mason  
Amount: \$7M

SmartTouch 4G Smartphone

Account: InItTech  
Sales Rep: Mike Myers  
Amount: \$6.5M

**Key Contacts**

Bert Parsons  
Technology Advisor  
Worked on 3 similar deals

Alejandro Graham

**Buying Center**

**Opportunities**

Name	Account	Deal Size	Score	Close Date
Deal replacement	Xeon global	\$5M	67	01.01.2
Legacy system upgrade	Legacy system	\$3M	52	01.03.2
Deal at Tandemseven	Tandemseven	\$2M	93	02.11.2
Q1 deal at Net Tracker	Net Tracker	\$9M	62	01.17.2
Verizon - 100 pieces	Verizon	\$7M	91	02.02.2
Sales of Equipments	Acme Corporation	\$9M	39	03.25.2
Opportunity for 3M	Globex Corporation	\$5M	90	01.18.2
Marta's Sales Lead	Data Center	\$4M	40	02.15.2
Q5 Opportunity 2018	Dream Company	\$2M	89	02.24.2
Bluedrive #45476	Bluedrive	\$8M	88	01.28.2
SmarTouch 4G Smartphone	Initech	\$3M	88	03.13.2
Q2 Database deal	Q2 Database deal	\$6M	88	03.30.2
New Deal at Kixo	Kixo	\$9M	88	02.28.2
Opportunity for laptops	Globex Corporation	\$7M	67	02.23.2
Square LLC - 20 Wide	Square LLC	\$9M	72	01.19.2

88 Opportunity Score

Very likely to close  
Expected Close Date: 09.03.17

Key Factors

- Has Exec. Sponsor Bill M
- Rep's win rate (0.6) above average
- Number of Pushes (1) too low
- Days in Qualify (26) above average (21)

29 Activity Score

Received: 2  
Sent: 4  
Last Activity: 01.22.17

7 Days to Close

1 Time Closing Date Pushed  
Last updated 10.24.17

# SAP Service Cloud

An AI-Powered CRM



Ticket  
Categorization



Supervisor  
Insights



Conversational  
UI



Time to  
Completion

# SAP Service Cloud

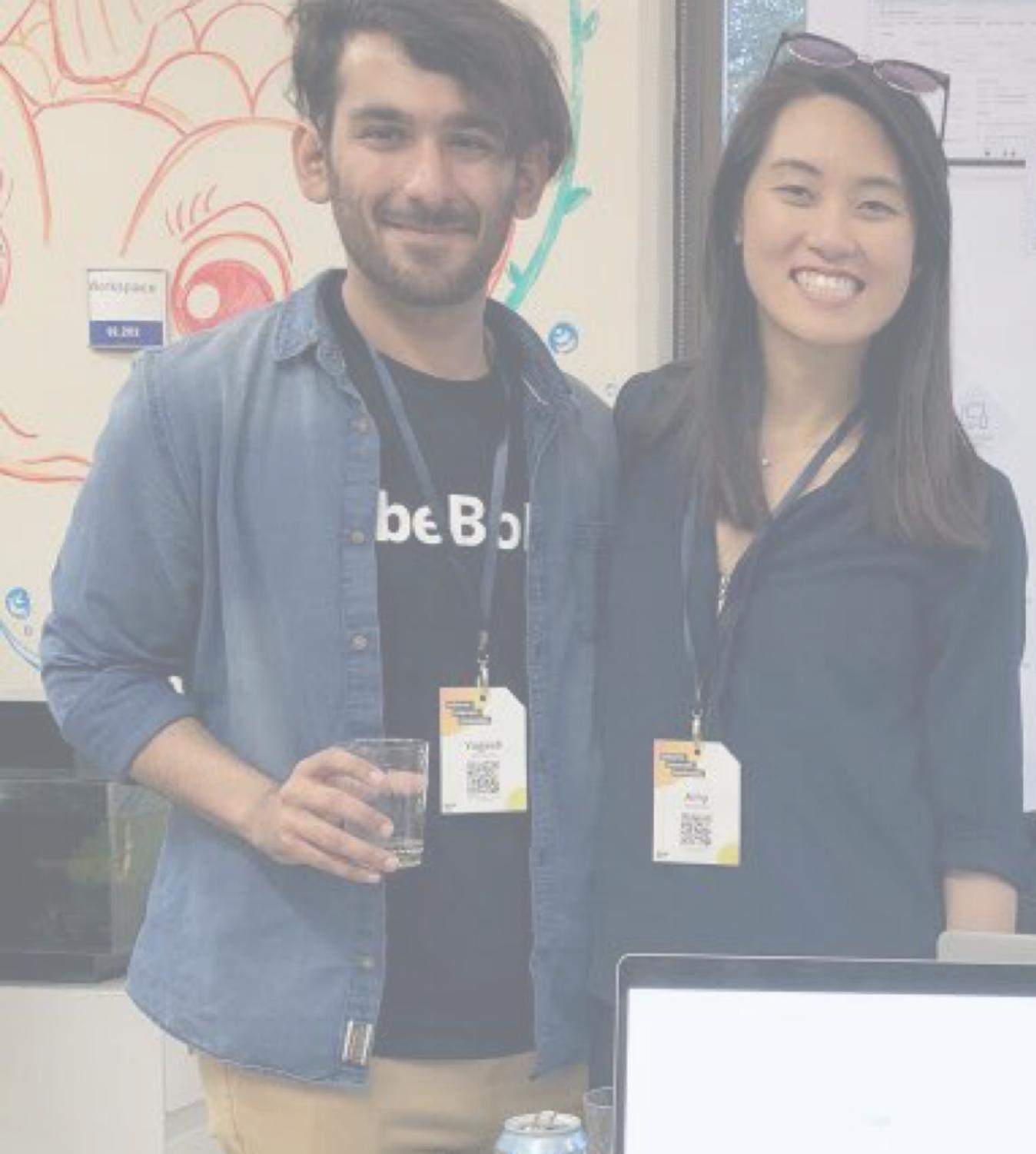
## Transforming Customer Service

Revolutionize customer service centers with machine learning features that increase agent productivity and bring value to the business. With deep learning, automate ticket categorization, meet expected resolution times, and reduce number of escalations. Intelligently deliver best-in-class customer service.

The screenshot displays the SAP Service Cloud interface, featuring two main windows. The top window shows a ticket detail view for ticket #63551, titled '63551 Bowl motor may fail soon'. It includes tabs for Overview, Details, Charts, Account Team, Sales Territories, Relationships, Addresses, Contacts, and INV. The bottom window shows a dashboard for 'My Accounts (213)' with columns for Name, City, State, Score, and Close Date. A central 'Insights' panel provides a summary of account performance, including an 'Opportunity Score' of 87, a 'Key Factors' section, an 'Activity Score' of 29, and a 'Pipeline' summary. The right side of the interface shows a sidebar with 'Similar Tickets' (e.g., 92489 - System not working), 'Responses' (e.g., 'Thank you for contacting us.'), and a 'RECOMMENDATIONS' section.

The design and research document is available for personal review only.  
Please contact me to request access!

Send an email!



Intelligent service with customer insights  
from sales teams to increase the value of your products.  
Learn more about SAP Service Cloud.  
Perhaps see our demo that shows a highly  
personalized service and a better personalized  
experience across all account interactions. See  
you at SAPPHIRE NOW!

## SAP Service Cloud

Intelligent Customer Service



### Presenters:

Amy He (Product Manager)

Yogesh Motwani (UX Designer)