# Title: 2019 goals for Swaminathan Padmanabhan

**Headline:** To establish Freddy as the ubiquitous AI-powered Sales assistant (Alexa-like) within Freshsales.

Freddy to help sales agents be more efficient, close more deals and close them faster.  Freddy to also enable partial automation of sales workflows.

**Delivery goals:**

1.  To launch a minimum of 2 product features per quarter

* Focus areas
  + Lead enrichment, organisation and scoring
  + Deal pipeline management and forecasting
  + Insights from text content
* To build state-of-the-art AI/ML capabilities *in-house*in the above areas
* Metrics
  + Feature adoption (by SMB, MM)
  + Model metrics achieved for our customers (project specific):  De-dupe suggestion acceptance rates, forecast accuracy, etc.
  + External benchmarks: Benchmark against external providers who offer similar services (e.g. we had benchmarked our relevance engine against [Alterra.ai](http://Alterra.ai) last year)

E.g. Q1 features: Fuzzy de-duplication of leads, Deal insights

**Managerial goals:**

2.  Emphasis on achieving execution rhythm for the Freddy-Freshsales team, given the new operating structure

* To enable consistent and predictable delivery from Bangalore
* To enable successful collaboration with the Freshsales product and engineering teams
* To enable successful collaboration with other partner teams, such as Baikal and Platforms

No additional hiring projections for H1.  We'll revisit this in June.

**Technology leadership and branding:**

3.  This would involve the following.

* To forge research partnerships with AI/ML centres of excellence in the country   
  + To kick-start research projects (to be run by external institutes) on AI/ML areas relevant to Freshworks, e.g. NLP
  + Target: 1 partnership in 2019
* Papers, patents, presentations, PR and blog posts
  + Target: 5-10 contributions across the year
  + We will focus on these initiatives in H2