



Cognitive Sales Enablement for Oracle CPQ

Features include:

- Pre-built integration into Oracle CPQ Cloud
- Watson Customer Insights
- Watson Product Insights
- Watson Price Optimization
- Global best-in-class cognitive application innovation for the quote-to-cash process

Business Benefits:

- Increase sales team productivity
- Quicker personalized quote response
- Increase revenue and win rates
- Significant reduction in duplicated and manual operational activities
- Enable your sales people to:
 - Shorten sales cycles with personalized configured offers
 - Know the competitive landscape
 - Optimize pricing real-time

Today's Selling Challenges

In today's competitive marketplace of Digital Disruption, where 52% of the Year 2000 Fortune 500 companies are now gone¹, companies must move with greater speed and efficiency to thrive. Part of that process efficiency resides in the all too common Sales Process, where, despite a plethora of training and experience, the nuts and bolts of quality selling take time and effort. Today sales reps must identify key pain points, position complex product or service configurations and deliver quotes at an optimally competitive price, in an ever-changing business environment. Even with guided selling processes in place, sales reps are still challenged with knowing their Customer, knowing their Products and optimizing the Price for the customer real-time.

Although reps have structured customer information in their internal CRM/CX and ERP systems, most of this insightful account and contact internal data is often a challenge to access and assess. Additional valuable data is found in unstructured public domain knowledge like blogs, news feeds, 10-K/Q's, social media, Edgar, etc., meaning that research is a time consuming and expensive manual activity. Lastly, with product innovations and greater expectations to sell a broader set of complex products and services, it becomes very difficult for sales reps to keep current with and choose the correct product configurations for a customer's business requirements, at the right price. All of this requires sales reps to have skills to extract, compile and analyze data when most are much more successful with and should be in front of customers building relationships and selling.

How Watson Addresses these Challenges

IBM Watson Cognitive Sales Enablement for Oracle CPQ Cloud leverages the power of Watson to put the customer at the center of the Quote to Cash Process. By recommending the most appropriate products and prices based on customers' historical behaviors, demonstrated preferences and tendencies, combined with internal customer data and currently trending external market factors, Cognitive Sales Enablement with Oracle CPQ Cloud can help sales teams streamline the sales enablement process and make sales reps more intelligent about their customers, their products and market-driven pricing in real-time.

Cognitive Sales Enablement Overview

Customer Insights

Crawls internal CRM/CX/ERP data and unstructured external data inputs to analyze and form hypotheses, constantly tests these to create a profile of a customer (Business or Individual Buyer). Then, based on its learnings, maps the customer profile to a pre-defined Persona with a score and combined with the customer's requirements specific to the deal, recommends the best products or solutions for that Persona.



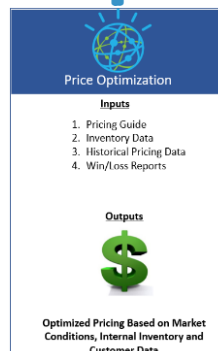
Market Insights

Crawls structured and unstructured data, such as inventory, past quotes and orders of that customer and similar Persona customers, competitor websites, market data, etc. Watson's Market Insights then analyzes the data to validate the product selections to determine the best products to offer that customer Persona under the current market conditions.



Price Optimization

Looks at historical, won/loss quote and order data, publicly accessible market conditions and competitor data to recommend the best price real-time. By knowing the pricing for similar product configurations for similar personas, a sales rep can reduce negotiation times and close deals quicker. (Note: The Pricing Optimization module is most effective in pricing commoditized or semi-commoditized products.)



Contact us to learn more:

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¹ Ray Wang, Constellation Research via Oracle sponsored presentation on 2/8/17