donna.

Donna & SAP Sales Cloud

The only proactive AI assistant for field sales — now deeply integrated with SAP V1 & V2.

Available on the SAP Store

Why SAP Customers Choose Donna

Field sales teams are under pressure to deliver more with fewer resources.
Yet even with SAP Sales Cloud in place, field sales teams still lose valuable time while being on the go.
Many struggle with timely admin, whereas sales managers struggle with poor data quality, and operate without full visibility.

Only **28%** of a field rep's day is spent selling

57% of reps miss quota

Just **10%** of insights ever reach the CRM

SAP Sales Cloud is powerful but field teams
need an **assistant** built for the road.

Meet Donna, The Proactive AI Assistant for Field Sales

Prepares & guides teams through their day

Donna lines up priorities and proactively briefs the field sales rep on everything they need to show up sharp:

Past activities, opportunities, notes, contacts, and open tasks. Donna can also join online and in-person meetings to take live notes, capturing details automatically.

Solves the field sales admin burden

Field sales reps call Donna or use text, chat, or voice notes—whenever it suits them. Donna captures insights, creates tasks, logs follow-ups, updates opportunities, and syncs everything into SAP Sales Cloud.
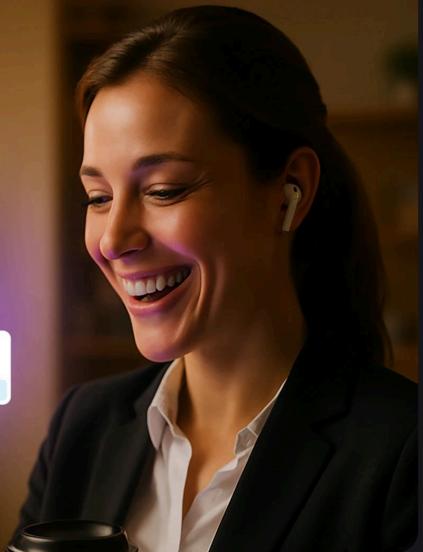
Coaches you to sell smarter

Donna brings your sales playbook into the field. She coaches reps in real time, shares tailored tips from your knowledge base, and guides next best actions—hands-free and fully integrated with SAP.

100% visibility into field sales

Every interaction is captured automatically. Donna eliminates CRM blind spots, keeps SAP Sales Cloud up to date, and turns field insights into actionable business intelligence.

Why Donna Is a Perfect Match for SAP Sales Cloud?

Plug & Play Integration

Supports SAP Sales Cloud V1 & V2, including standard and custom objects/fields.

Fast Time to Value

Up and running in 2–4 weeks with <1 hour of rep training.

Zero Behavior Change

Reps don't have to type or navigate the CRM — they just talk, chat or leave a voice note.

Designed for real field conditions

Optimized for car kits, offline fallback, 40+ languages, multimodal input (voice, chat, voice notes, images, online recordings).

Enterprise-grade Security

SOC2, ISO27001, GDPR. No model training on customer data.

The Impact for SAP Customers

Donna doesn't improve one part of the sales cycle.
She elevates all of it.

75%
less time on visit prep + admin.

10×
more SAP CRM adoption & data quality.

Up to 20%
higher sales conversions.

Reliable forecasting
Happier teams, and immediate ROI.

Trusted by Prospects & Clients on V1 & V2

Atlas Copco · Puratos Food Innovation for Good · La Lorraine BAKERY GROUP · VELUX · BOSCH · Vandemoortele shaping a tasty future · klöckner & co · biobest SUSTAINABLE CROP MANAGEMENT

Let's Bring Donna Into Your SAP Environment

donna.

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Available on the SAP Store

SAP Sales Cloud V1 & V2 compatible