

donna.

# Donna & SAP Sales and Service Cloud

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

[Available on the SAP Store](#)



# Why SAP CX Customers Choose Donna

Field sales and service teams are under pressure to deliver more with fewer resources.

Yet even with SAP Sales and Service Cloud in place, field sales & service 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 and Service Cloud is powerful but field teams need an assistant built for the road.



# Meet Donna, The Proactive AI Assistant for Field Teams

Prepares & guides teams through their day



**Donna lines up priorities and proactively briefs the field sales & service rep on everything they need to show up sharp without logging in:**

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 teams admin burden

Field sales and service 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 & Service Cloud.

## Coaches you to sell smarter

Donna brings your sales and service 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 and Service Cloud up to date, and turns field insights into actionable business intelligence.

## From low to high CRM adoption with Donna & SAP Sales and Service Cloud

Donna integrates deeply with SAP Sales and Service Cloud (V1 and V2), including custom objects. Setup takes weeks, not months, delivering the fast time-to-value sales teams are craving. Frictionless experience turns low adopters into high performers.



### Plug & Play Integration

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

### Fast Time to Value

Up and running in weeks versus months 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



## Let's Bring Donna Into Your SAP Environment

donna.

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SAP Sales and Service Cloud V1 & V2 compatible