



SAP Business Transformation Study | High tech | Cisco

What Happens When Sales Reps Become Just as Valuable as the Products They Sell?

Every company wants to be the next trailblazer shaking up the industry, as well as the way people work, live, and play. They continuously search for cutting-edge technology that provides the infrastructure, data collection and analysis, and business processes needed to support that vision. But for the global technology conglomerate Cisco Systems Inc., helping their customers succeed in this area is more than just selling products and services – it's also about strengthening the value of its brand with efficient processes and a top-notch customer experience.

Integrating SAP® Predictive Analytics software with the SAP HANA® platform, Cisco is rethinking its customer engagements. By creating a single data warehouse for insights, sales reps are more engaged and knowledgeable about customer needs with anytime, anywhere access to relevant account information. Plus, the company is accelerating the determination of best-fit solutions through a recommendation engine supported by machine learning. With simplified processes managed on one platform, Cisco's customers are thrilled with the results as they reap the benefits of highly productive sales interactions, shorter sales cycles, and more creative ideas that align with their current and future business objectives.





Transforming the Sales Strategy with SAP® Solutions



Cisco Systems Inc.
San Jose, California
www.cisco.com

Industry
High tech

Products and Services
Networking hardware,
telecommunications
equipment, and other services
and products

Employees
71,883 (2016)

Revenue
US\$49.24 billion (2016)

SAP® Solutions
SAP® Predictive Analytics
software, SAP HANA®
platform

Multinational technology conglomerate Cisco Systems deployed SAP Predictive Analytics onto the SAP HANA platform. The investment delivered a data warehouse full of insights that accelerated sales cycles, drove up win rates, and offered customers more valuable proactive service.

Before: Challenges and Opportunities

- Realized that a real-time, dynamic approach to sales strategy and planning can help serve customers better
- Lack of real-time insights lead to poor sales execution

Why SAP

- Deliver a recommendation engine that creates a personalized view of a rep's accounts and related product and services information such as bookings, gold sheet data, head count, sales pipeline, and supply chain performance
- Consolidate various data sources from business function into a single data warehouse and analytics software
- Optimize and standardize reporting across the sales organization to gain real-time visibility into operations

After: Value-Driven Results

- Improved visibility into daily sales targets through informative dashboard analytics, leading to more productive interactions and higher win rates
- Social network analysis that help find product associations between products in different parts of the portfolio
- Improved visibility into offering overlaps by detecting patterns in historical bookings and transactions
- Recommendations engine that accurately shows customers that are ready to buy a new product and how representatives should pitch to them
- Higher customer satisfaction with focused, relevant sales efforts and faster issue resolution

“We are fluidly evolving with our customers by sensing opportunities and challenges in real time and responding to them just as quickly with the combination of SAP Predictive Analytics and SAP HANA.”

Larry Goryachkovskiy, Lead Analyst, Global Sales Strategy and Planning, Cisco Systems Inc.

>\$1 billion

Of new revenue created through
proactive recommendations

17,000

Sales agents using SAP Predictive
Analytics

1

Platform for all data

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