

## PRODUCT DESCRIPTION:

# Opportunity Management Execution App

The Opportunity Management Execution App is a purpose-built application for Sales Organizations.

It augments your sales execution capacity by analyzing process-related data in real time, identifying process execution gaps and taking actions to close them.

## 1. How does it work

There are four pillars to how the Opportunity Management Execution App works:

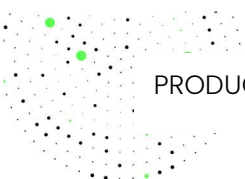
1. data connection
2. automated process analysis
3. algorithm driven automation
4. impact based task and action prioritization

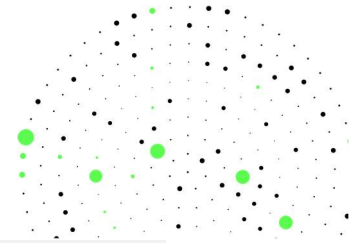
Celonis connects in real time to source systems in the sales organization environment to extract and analyze the necessary data. Impactful execution gaps are automatically surfaced to the User for action without individual process analysis.

## 2. Feature Overview

Celonis layers the following features on top of your existing system landscape

FEATURE	DESCRIPTION
CELONIS QUALITY INDEX	Based on the historic performance of opportunities with similar process behavior, the User can see the “win probability” of an opportunity within a certain time frame.
CRM QUALITY SCORE	The User can understand the share of opportunities that do not have any Customer Relationship Management compliance-related issues associated with them.





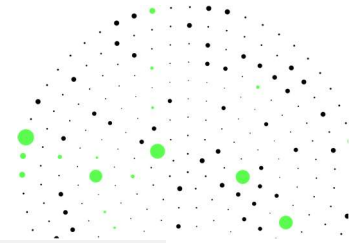
<b>CLOSE DATE VALIDATION</b>	Based on the historic performance of opportunities with similar process behavior that were eventually won, the User can determine the “win probability” of an opportunity between the current date and the close date.
<b>NEXT-BEST-ACTION-RECOMMENDATIONS ON OPPORTUNITY LEVEL</b>	Based on the historic performance of opportunities with similar process behavior, the User can determine how specific actions can change the “win probability” of an the opportunity at some point in the future. By evaluating the expected increase in probability to close, the monetary value of the action can be determined.
<b>NEXT-BEST-ACTIONS RECOMMONDATIONS ON FORECAST LEVEL</b>	The User can determine different types of actions in the forecast, e.g. opportunities with highest risk in Your forecast, highest upside from opportunities in the current quarter or in the next quarter, or identifying new opportunities based on future contracts to be renewed.
<b>FORECAST GUIDANCE</b>	The User has the choice between a Top Down Forecast, a Bottom Up Forecast, a Subordinates Forecast and a Street Forecast. Depending on the forecast, the expected revenue out of today’s forecast can be estimated.

### 3. User Interfaces

The Opportunity Management Execution App provides multiple user interfaces built for each core business role within the sales organization.

<b>USER INTERFACE</b>	<b>USE</b>
<b>EXECUTION INSTRUMENT</b>	The User gets the end-to-end view of your sales process. The User also gets the ability to deep dive into specific issues, to understand patterns, to identify best practices and to benchmark teams across all dimensions.
<b>SALES CONTROL CENTER</b>	The User gets a complete overview of the business to identify which metrics need attention.
<b>PIPE GAP MANAGEMENT</b>	The User gets the ability to identify pipe gaps early at all levels and close these gaps with automated and guided actions.
<b>PIPE QUALITY ASSESSMENT</b>	The User can score every opportunity based on an AI-driven assessment The Opportunity Management Execution App can also surface risk and guide corrective actions to deploy resources based on the outcome.
<b>CRM HYGIENE ASSISTANT</b>	You can improve Your CRM hygiene and data quality by providing the Sales Representatives with suggested actions. You can enhance accuracy of the close dates and get insights for Your opportunities.
<b>FORECAST ACCURACY GUIDE</b>	Forecasts are augmented through triangulation with past forecast accuracy, subordinate forecasts and deal-specific forecasts. The User can identify risk and opportunity areas and take actions to remove the risk.



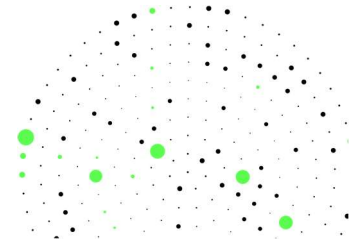


#### 4. Subscription Scope

The metrics described hereafter specify and define the subscription scope of the applicable Order entered between Celonis and the Customer.

SCOPE	DEFINITION
<b>SALES MANAGER</b>	A Sales Manager is limited to accessing and filtering the View “Sales Control Center” and the “Manager Deep Dive” built and shared in the Opportunity Management Execution App. In addition, the Sales Manager can receive and interact with signals from Celonis Process Automation and take respective actions based on such signals.
<b>SALES REPRESENTATIVE</b>	A Sales Representative is limited to accessing and filtering the View “Sales Rep View” built and shared in the Opportunity Management Execution App. In addition, the Sales Representative can receive and interact with signals from Celonis Process Automation and take respective actions based on such signals.
<b>SALES OPERATIONS STRATEGIST</b>	<p>A Sales Operations Strategist is limited to using the following capabilities:</p> <ul style="list-style-type: none"> <li>● Accessing and filtering all views built and shared in the Opportunity Management Execution App</li> <li>● Accessing the Execution Instruments where the User can build, change, and use Execution instruments</li> <li>● Accessing the Machine Learning (ML) workbench where the User can               <ul style="list-style-type: none"> <li>○ Use the ML workbench to adjust CQI, Account Prio, etc., add own ML models</li> <li>○ Use Process Automation to create, update, and delete data connections; and edit the data model</li> </ul> </li> </ul> <p>In addition, the Sales Operations &amp; Strategist can receive and interact with signals from Celonis Process Automation and take respective actions based on such signals.</p>





The terms Sales Manager, Sales Representative and Sales Operations Strategist refer to predefined user roles associated with a personalized password-protected account for access to the respective Celonis product specified in the applicable Order.

A user role may only be used by one single natural person designated by name. The user account shall not be made accessible to any third person, including employees of the same company or of affiliated companies. You, however, are entitled to replace the designated person associated with the user account by way of updating the person designated by name in the system. The number of subscribed accounts constitutes an upper limit for the number of employees authorized to access the Opportunity Management Execution App.

## 5. System Requirements

The Opportunity Management Execution App is available on full cloud deployments of Celonis. Functionality may be limited for hybrid/LDP deployments and the application is not available for on-premise deployment.

DEPLOYMENT	AVAILABILITY
FULL CLOUD	Full functionality available
HYBRID / LDP	Functionality available but with limitations
ON-PREMISE/UPLINK	No functionality

