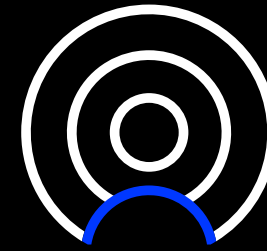




**Win more.
Win faster.
Win smarter.**

With the **Opportunity Management Execution App** by Celonis



Run at maximum capacity

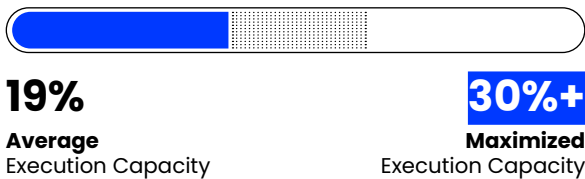
Reps Hitting Their Quota



Months to Hit Quota For The First Time



Close Rate



Forecast Accuracy



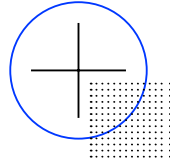
Every sales organization operates at a certain **execution capacity** – the level of performance it can achieve with the available time and resources.

Yet despite spending billions on sales technology, sales processes are still not delivering the expected results. They're forced to run across rigid and fragmented systems, resulting in **execution gaps**.

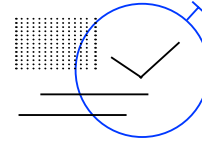
The **Celonis for Opportunity Management Execution App** augments your sales execution capacity by analyzing process-related data in real time, identifying process execution gaps, and taking action to close them.

With the Opportunity Management Execution App, you can...

WIN MORE



WIN FASTER



WIN SMARTER



Why

More Opportunities
Bigger opportunities
Higher close rates

Shorter sales cycle length

Lower cost-to-book
Improved forecast accuracy

How

- Identify and enforce best practices
- Guide your team consistently, in real time and at-scale

- Identify and enforce process accelerators
- Identify execution gaps and apply remediation actions to close them

- Bring the right resources at the right time
- Ensure sales process adherence

How it does it

Measure

The app leverages process mining technology to connect to your source systems, and extract data from your desktop and CRM. It identifies and visualizes your end-to-end sales process and measures your execution capacity and relevant KPIs in real-time.

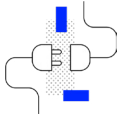
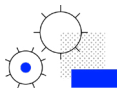


Know

The app adds an intelligent layer to your sales management capabilities. Based on machine learning, execution best-practices and relevant business context, it understands how your sales process is executed, intelligently identifies execution gaps based on their impact on revenue, and knows the right course of action to fix them.

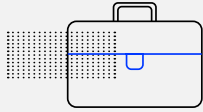
Act

The app takes action in a number of ways to maximize your execution capacity. It recommends and automates real-time actions to optimize your process based on revenue impact. It also deploys the right people to remove gaps and ensures compliance with the right process steps.

Built to resolve the most common execution capacity gaps

EXECUTION GAP	SOLUTION FEATURE	BENEFITS
 <p>Pipeline gaps are not detected and addressed early enough</p>	<p>Pipe Gap Management</p>	<ul style="list-style-type: none"> • Identify pipe gap early at all levels • Close gap with automation and guided action • Build accountability and consistency
 <p>There's no scalable and data-driven pipeline quality assessment</p>	<p>Pipe Quality Assessment</p>	<ul style="list-style-type: none"> • Score every opportunity based on an AI-driven Celonis Quality Index (CQI) • Surface risk and guide action • Deploy resources based on outcome
 <p>Compliance to the required steps in the sales process is a struggle</p>	<p>CRM Hygiene Assistant</p>	<ul style="list-style-type: none"> • Improve CRM activity rate and data quality by providing the reps an easy interface, and suggested actions to make it faster and easier to keep it up to date • Enhance accuracy of close dates • Get complete insight for every opportunity
 <p>Forecasting is mostly based on the subjective assessment of the managers</p>	<p>Forecast Accuracy Guide</p>	<ul style="list-style-type: none"> • Augment forecast by triangulating it with past forecast accuracy, subordinate forecast, and deal-specific forecast • Identify risk and opportunity areas and guide action to remove this risk
<p>— + —</p>		
<p>Learning & Configuration Workbench</p> <ul style="list-style-type: none"> • Configure and customize views based on needs • Record and build new action skills 		

The outcome? Sales acceleration at scale.



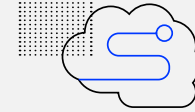
Business Focus

at scale



Sales Intensity

at scale



Intelligence

at scale



"After 20 years running Sales Strategy and Operations' teams globally, there is finally a simple and programmatic way to empower our sales teams towards better execution. By looking at the historical performance of similar opportunities and applying identified successful best practices, we can spur our teams on to even greater achievements. It's a no-brainer for us!"

Arsenio Otero,
COO at Celonis and ex-COO International at Salesforce

Join the ranks of the best performers

The future belongs to those who are ready to maximize their capacity to execute.

Find out what the [Celonis for Opportunity Management Execution App](#) can do for you, and start achieving breakthrough sales execution.

Get in touch now.