

Super charge your Sales team

Einstein for Sales

.01

Einstein for Sales gives your team the power to close more deals by using predictive analytics. Use the power of AI to prioritize the leads and opportunities that are most qualified to close, discover new trends in your pipeline, predict sales forecasts, and more.

Let Einstein do the work so your team can focus on selling



align

Transforming lives by improving the journey to a healthy, beautiful smile.

Align Technologies enables their sales team with mobile analytics using information-rich visuals, dashboards, and deep machine learning.

Business Need

Visibility Needed Into:

- Sales Partners activity anytime, anywhere
- Visually rich iPad sales app linked to 'Context Aware' Dashboards
- Engaging and insightful dashboards for sales reps, and their sales partners

The Challenges

- Process and data differences across regions
- Dashboards needed to be aware of context of the App from which they were called
- Offline Data Access for Mobile app

The Results

- An engaging Native iPad App
- Deep Linking from App to Einstein Analytics
- A compelling collection of Dashboards allowing for deep analysis of Sales Reps and partner performance
- Caching for offline access in mobile app



The Art of the Possible With Wipro + Einstein for Sales

.02

Get more done with Einstein. Powered by Salesforce, Einstein turns customer data into closed deals with AI.

Feature	Why Is It Great?	What Do I Need?
Einstein Lead Scoring	Prioritizes the leads most likely to convert	More than 1,000 lead records created and over 120 of those converted in the last 6 months
Einstein Opportunity Scoring	Prioritizes the opportunities most likely to convert	Over 200 closed won and over 200 closed lost opportunities in the last 2 years, each with a lifespan of at least 2 days
Einstein Account Insights	Observes key developments and creates dashboards related to your accounts	Over 30 business accounts
Einstein Opportunity Insights	Observes key developments and create dashboards related to your opportunities	Over 20 opportunities must be closed in the last 6 months with a median lifespan of 7+ days in the last 6 months
Einstein Call Coaching	Drives sales excellence with conversational intelligence	Call recordings from Lightning Dialer and other supported CTI partners
Einstein Next Best Action	Delivers optimal recommendations at the point of maximum impact	No data requirements
Einstein Activity Capture	Automatically capture data and add to your CRM	Over 30 accounts, contacts, or leads; requires Gmail, O365, Exchange 2013 or 2016
Einstein Automated Contacts	Automatically add new contacts and events to your CRM	Over 30 business accounts; if you use Person Accounts, over 50% of accounts must be business accounts
Sales Analytics	Get instant visibility into historical pipeline information, business trends, and more	No data requirements
Einstein Forecasting	Easily predict sales forecasts inside of Salesforce	Collaborative Forecasting enabled; use a standard fiscal year; measure forecasts by opportunity revenue; forecast hierarchy must include at least one forecasting-enabled user who reports to a forecast manager; must have over 24 months of opportunity data in Salesforce; amount field should be populated at in least 80% of opportunities
Einstein Email Insights	Prioritizes your inbox with actionable intelligence	Einstein Activity Capture enabled
Einstein Recommended Connections	Get insights about your team's network to see who knows your customers and can help on a deal	At least 2 users to be connected to Einstein Activity Capture and Inbox (5 preferred)
Einstein Activity Metrics	Get insights into the activities you enter manually and automatically by Einstein Activity Capture	Einstein Activity capture enabled
Einstein Pricing Guidance	Guides your team to close based on historical deals and product pricing trends	Must have Einstein Analytics Plus to create



The Art of the Possible With Wipro + Einstein for Sales

.02

Get more done with Einstein. Powered by Salesforce, Einstein turns customer data into closed deals with AI.

Feature	Essentials (\$25 PUPM)	Professional (\$75 PUPM)	Enterprise (\$150 PUPM)	Unlimited (\$300 PUPM)	High Velocity Sales (\$75 PUPM)	Sales Cloud Einstein (\$50 PUPM)	Inbox (\$25 PUPM)	CPQ+ (\$150 PUPM)
Einstein Lead Scoring					✓	✓		
Einstein Opportunity Scoring			✓	✓		✓		
Einstein Account Insights						✓		
Einstein Opportunity Insights						✓		
Einstein Call Coaching					✓			
Einstein Next Best Action	5k requests POPM	5k requests POPM	5k requests POPM	5k requests POPM				
Einstein Activity Capture	Up to 100 users	Up to 100 users	Up to 100 users	Up to 100 users	✓	✓	✓	
Einstein Automated Contacts						✓		
Sales Analytics						✓		
Einstein Forecasting						✓		
Einstein Email Insights					✓	✓	✓	
Einstein Recommended Connections					✓	✓	✓	
Einstein Activity Metrics	≥ One paid EAC user in the Org	≥ One paid EAC user in the Org	≥ One paid EAC user in the Org	≥ One paid EAC user in the Org	✓	✓		
Einstein Pricing Guidance								✓