3RDi

AI automated sales analytics

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About us

3RDi

Founded in 2018, 3RDi has partnered with Microsoft to build Prophesee™, an AI powered platform that automates sales analytics and is aimed at helping businesses sell better

A Microsoft for Start-ups Premium partner, we leverage cutting edge technologies across Azure, from integrations and data management, to machine learning

Our platform

Designed as a SaaS solution, using Azure has given us the opportunity to create a scalable microservices system based on Microsoft Technologies in synergy with our own IP

Leveraging the power of the Azure Analytics toolset for the Data Lifecycle Management has opened up seamless integrations towards a myriad of cloud ERP solutions

Security and more

Security is front and centre, with a complete integration into Azure AD B2C for authentication and authorisation, to validate, log and monitor all usage with proactive alerts in case of breaches

We utilize full E2E encryption in transit and at rest, with the option to use BOYK with the aid of Azure Key Vault to hardware encrypt customer data if required. Fort Knox!

Prophesee™ in partnership with Microsoft

The problem today

Business leaders find it increasingly hard to make the right decisions.
Poor data quality, a lack of contextual information & the sheer volume of data
make it impossible to analyse data & gain the insights needed to excel

84%[1]

Of CEOs believe that the quality of their data is poor and unreliable

92%[2]

Of executives are overwhelmed by the volume of data when making decisions

34%[3]

Sales reps spend just 17 hrs a week selling. 59% of them expect to miss their targets

79% of all sales organisations miss targets by 10%[4]

[1] Poor-Quality Data Imposes Costs & Risks on Businesses, here
[2] Business execs anxious about big decisions, here
[2] No time to sell results in missed targets, here
[4] Measuring sales forecast accuracy, here

The answer

Our AI powered solution, *Prophesee™*, automates sales analysis, presenting executives with insights and scenario outcomes that help them make better, more informed decisions, faster

AI powered sales analytics to help increase sales

How we deliver

Data

Sales reps often record data after the fact. This has a significant effect on key metrics such as sales cycle, win ratio, that in turn affect forecasts on account targets, churn, buying trends.

Improve the confidence business leaders have in their data with technology that identifies & removes bias. This increases forecast accuracy and helps reps to deliver their targets

Decisions

Accounts are more than just targets. They embody the revenue generated, products made, resources needed etc. The target you set an account affect each of these attributes.

'Connecting the data dots' is the basis to understand decision context & causality. These automations give executives greater insight into how decisions affect business outcomes

Insights

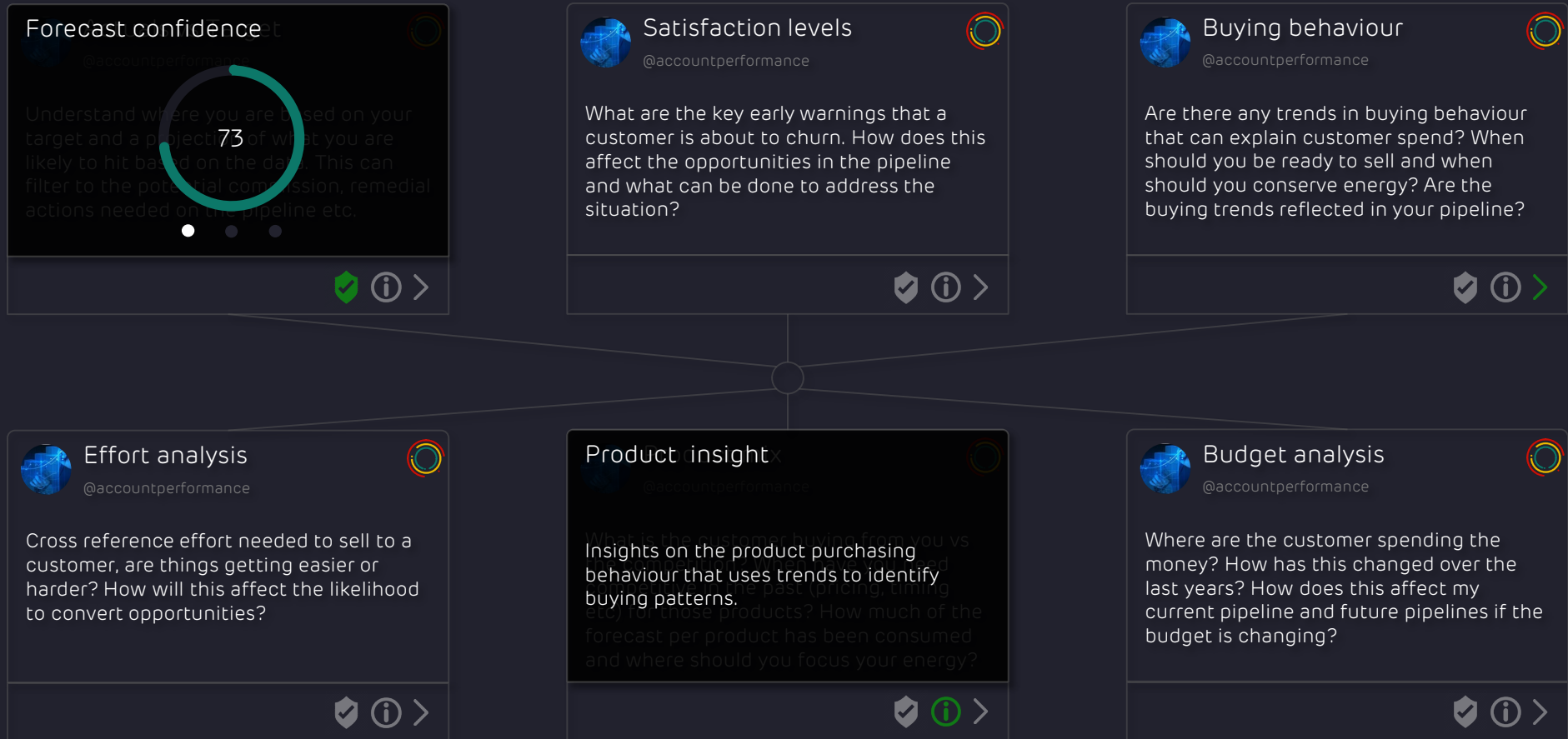*How much time is spent with reps challenging expected close dates, or inflated opportunities or optimism on targets? What would you give for a tool that generates insights on these, & more...*

Applying ML to clean, connected data, gives models that provide automated analysis & insights on the customer. Forecasting, churn, buying cycles are just a sample of what 3RDi offers

Good data, good decisions, great insights

Customer centric closing

Forecast confidence
@accountperformance

Understand where you are based on your target and a projection of what you are likely to hit based on the data. This can filter to the potential commission, remedial actions needed on the pipeline etc.

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Satisfaction levels
@accountperformance

What are the key early warnings that a customer is about to churn. How does this affect the opportunities in the pipeline and what can be done to address the situation?

Buying behaviour
@accountperformance

Are there any trends in buying behaviour that can explain customer spend? When should you be ready to sell and when should you conserve energy? Are the buying trends reflected in your pipeline?

Effort analysis
@accountperformance

Cross reference effort needed to sell to a customer, are things getting easier or harder? How will this affect the likelihood to convert opportunities?

Product insight
@accountperformance

Insights on the product purchasing behaviour that uses trends to identify buying patterns.

What is the customer buying from you vs the past (pricing, timing etc) for those products? How much of the forecast per product has been consumed and where should you focus your energy?

Budget analysis
@accountperformance

Where are the customer spending the money? How has this changed over the last years? How does this affect my current pipeline and future pipelines if the budget is changing?

Customer trends & behaviour drive sales pipeline

6

The benefits

The average rep spends 3+ hrs a week on forecasting & other administrative / tool related activities[*1]. They spend just 17 hrs a week selling.
An additional 4 hrs selling has shown to yield a 10% increase in sales[*2].

Reps

Incentivise reps to add data into the system accurately by demonstrating the value to them – ease of use, calculation of commission, simulation of opportunity play book, deal advisory

Managers

Saves significant time by dynamically generating forecast as the pipeline changes, guiding teams on outcomes (vs. guesstimates), allowing managers to lead rather than administer.

CxO

Businesses often miss their forecasts by more than 10%[*3]. With Prophesee™ we help to improve accuracy & achieve targets by guiding sales organisations with customer centric closing.
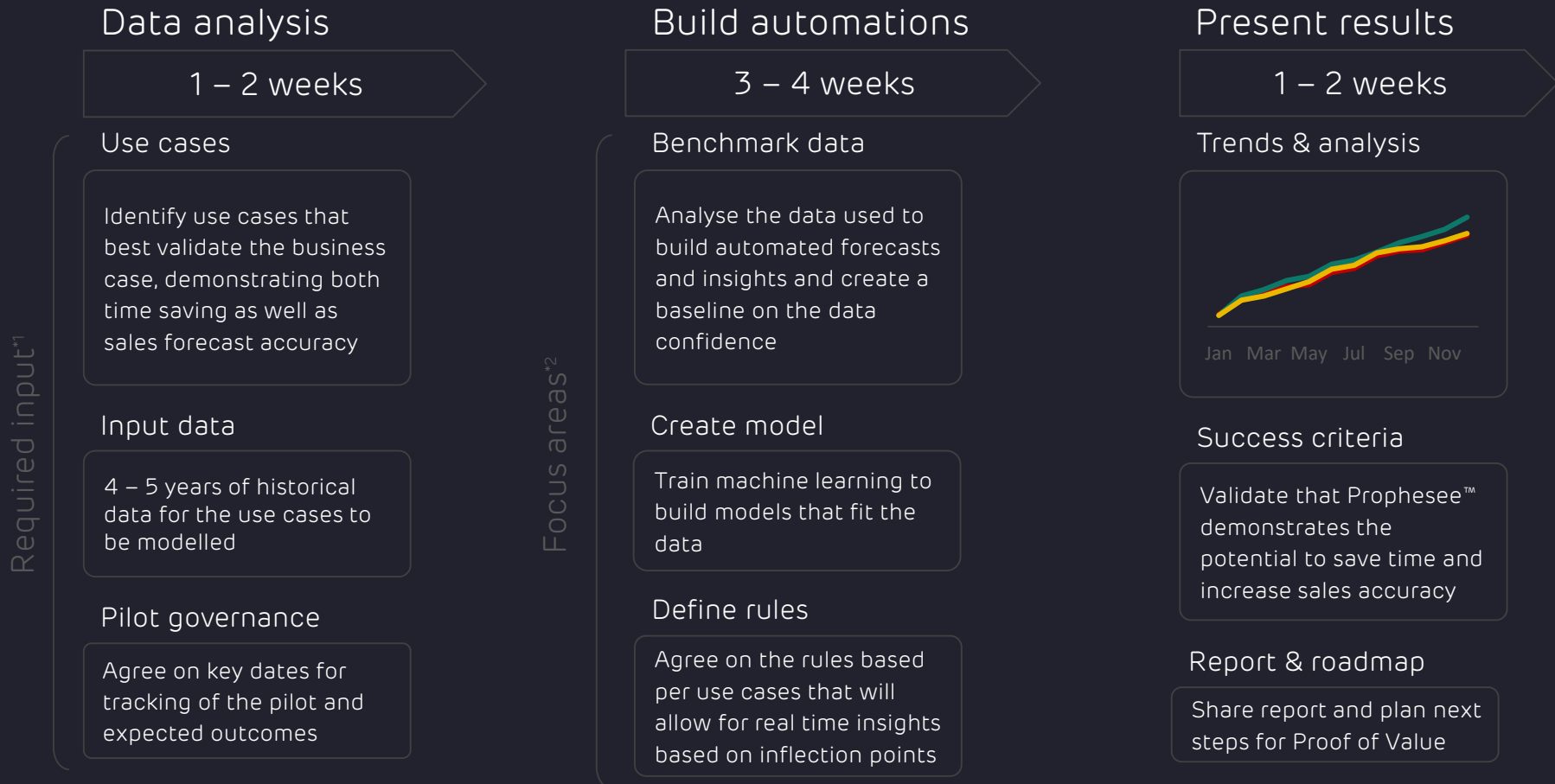
Save time, sell more

[*1] Time spent on sales forecasting, here
[*2] Incremental revenue from additional sales time, here
[*3] Measuring sales forecast accuracy, here

Next steps

Data analysis

1 – 2 weeks

Use cases

Identify use cases that best validate the business case, demonstrating both time saving as well as sales forecast accuracy

Input data

4 – 5 years of historical data for the use cases to be modelled

Pilot governance

Agree on key dates for tracking of the pilot and expected outcomes

Required input[1]

Build automations

3 – 4 weeks

Benchmark data

Analyse the data used to build automated forecasts and insights and create a baseline on the data confidence

Create model

Train machine learning to build models that fit the data

Define rules

Agree on the rules based per use cases that will allow for real time insights based on inflection points

Focus areas[2]

Present results

1 – 2 weeks

Trends & analysis

Jan Mar May Jul Sep Nov

Success criteria

Validate that Prophesee™ demonstrates the potential to save time and increase sales accuracy

Report & roadmap

Share report and plan next steps for Proof of Value

Try a 6 – 8 week pilot to validate benefits

[1] Historical pipeline data extracted from CRM system
[2] Excel or other model currently used in planning exercises + historical P&L data extracted from accounting system

3RD**i**

AI automated sales analytics

Interested in a demo or trial?

Find us at:

🌐 https://www.3rdi.ai

✉ hello@3rdi.ai

Appendix

Account

Select an account to give you the status across multiple attributes such as forecast, satisfaction, earned commission buying trends and more

Insights in natural language support the sales analytics to give users context and background across the trends identified

Select an opportunity to give you the status across multiple attributes such as score, potential commission, forecasted close date, and the affect of account attributes on that opportunity

An opportunity score helps reps to decide on which opportunities are most likely to help them hit their targets. Factors such as seasonality, or budgetary spend or price sensitivity help to make up the score
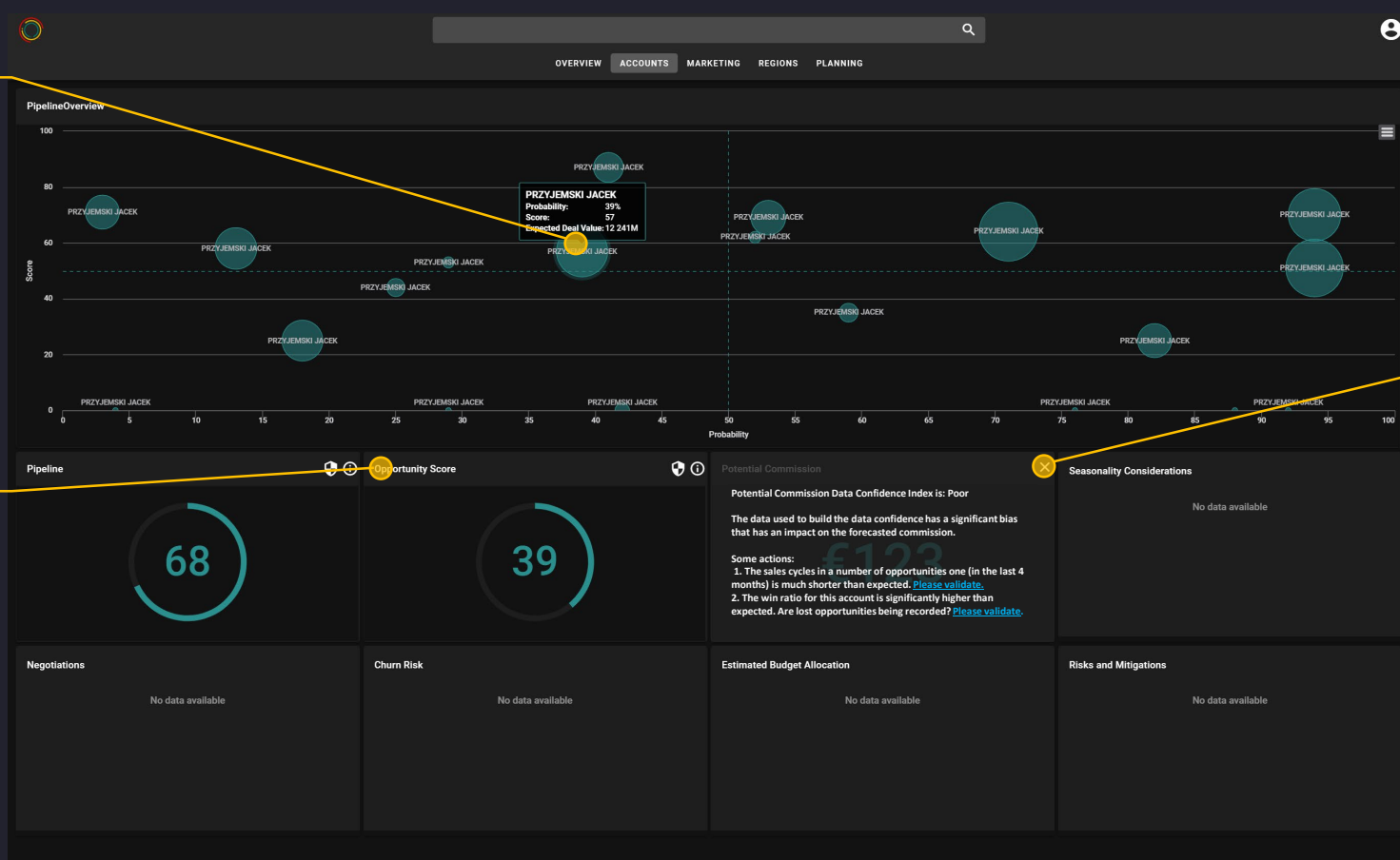
An example of data confidence where information is provided that the confidence in the forecast is low. The reason being – the data used to build the data has significant bias.
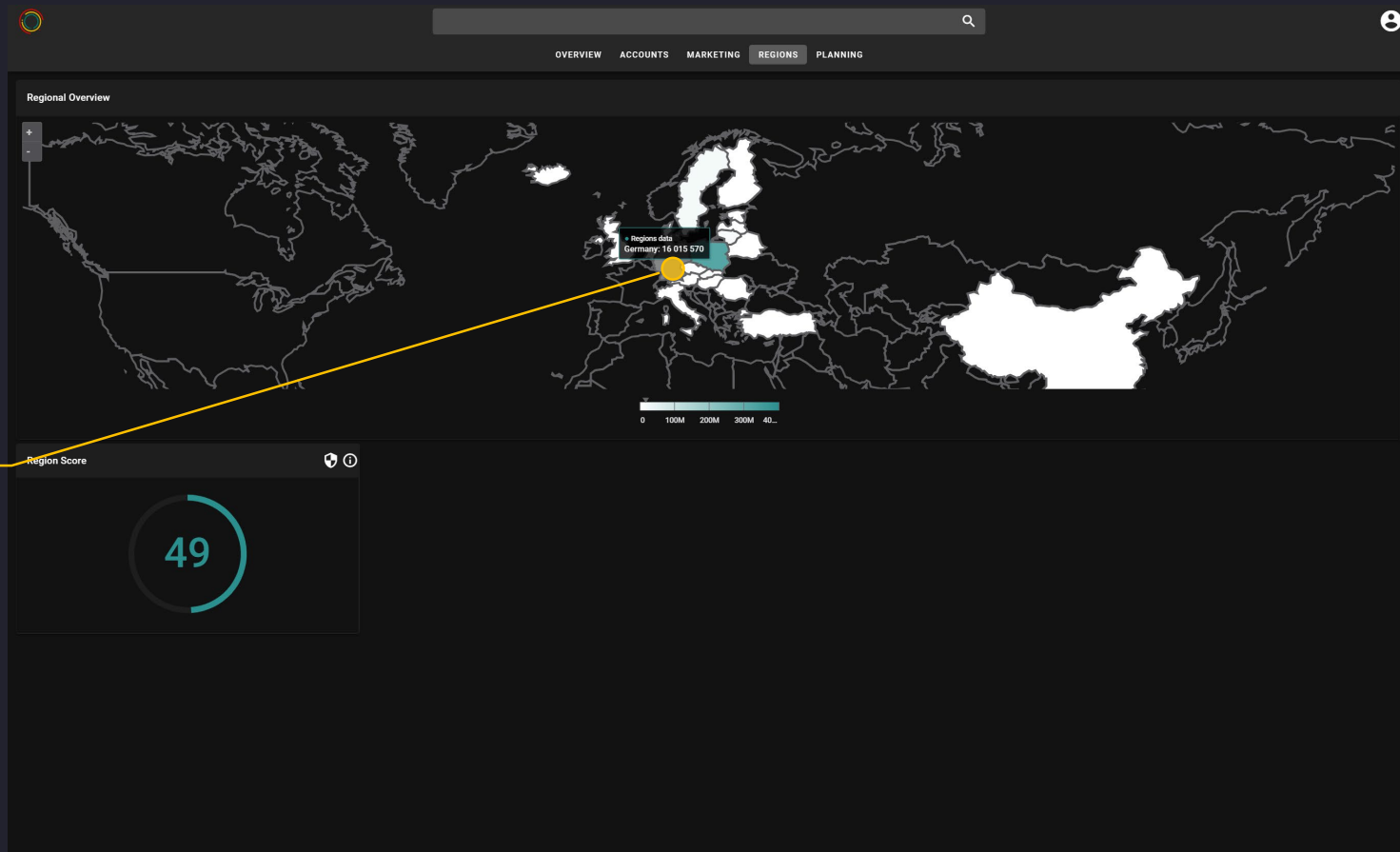
Products

Similar to accounts and pipeline, analytics is performed on the products bought by the account. Attributes such up upsell product or revenue cannibalisation etc can be added to help reps sell better

Territories

Information of performance of territories can also be captured and analysed to understand which regions may need support and which don't.

Regional Overview

Germany: 16 015 570

Region Score

49

Planning

Forecasts are built at an account level and then rolled up to the business unit or enterprise.

The forecast considers a range over most likely, optimistic and pessimistic based on the upper and lower 95% confidence levels.
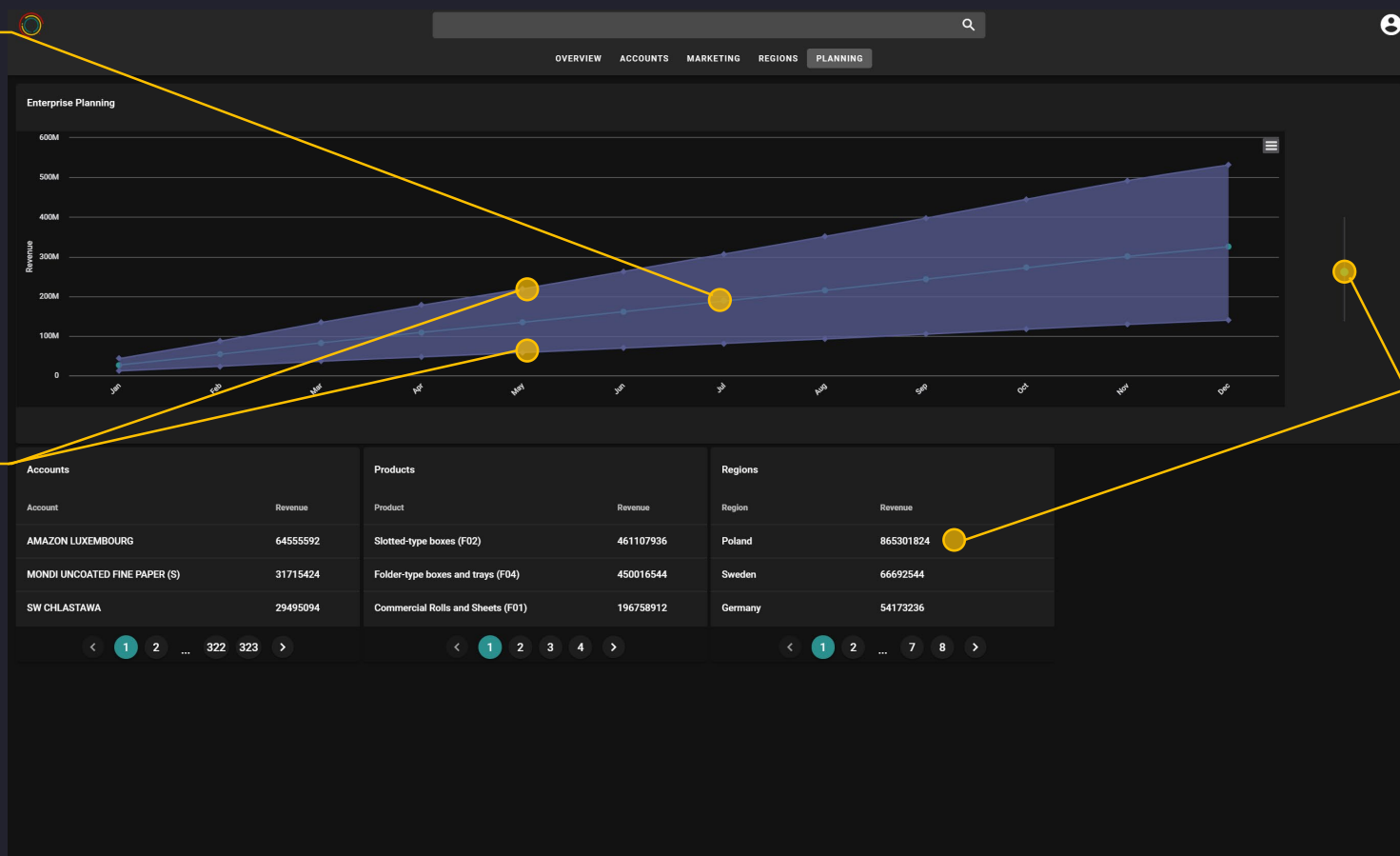
A slider allows users to change the expected forecast between a range. Any change at the top level is immediately reflected in the forecast for the accounts, the products they buy, the regions they are in and so on.

OVERVIEW   ACCOUNTS   MARKETING   REGIONS   PLANNING

Enterprise Planning

	Accounts	
Account		Revenue
AMAZON LUXEMBOURG		64555592
MONDI UNCOATED FINE PAPER (S)		31715424
SW CHLASTAWA		29495094

	Products	
Product		Revenue
Slotted-type boxes (F02)		461107936
Folder-type boxes and trays (F04)		450016544
Commercial Rolls and Sheets (F01)		196758912

	Regions	
Region		Revenue
Poland		865301824
Sweden		66692544
Germany		54173236

1 2 ... 322 323

1 2 3 4

1 2 ... 7 8