AI automated sales analytics
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.

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.

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.

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

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.

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

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

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.

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...

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.

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

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

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.

Satisfaction levels

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

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

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

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

Budget analysis

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
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

**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

**Present results**

- **1 – 2 weeks**
  - **Trends & analysis**
  - **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

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**Try a 6 – 8 week pilot to validate benefits**

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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
AI automated sales analytics

Interested in a demo or trial?

Find us at:

https://www.3rdi.ai

hello@3rdi.ai
Appendix
Account

Nestle Pacific's Price Sensitivity Index is: Insensitive.

Nestle Pacific have been negotiating more over the last 7 deals. This has led to an 8% fall in margin and a loss of 1 deal that would normally have been won.

Some actions:
1. Revise the target for Nestle Pacific.
2. Identify if the change in price sensitivity is due to economic conditions or customer satisfaction.

Nestle Pacific's Sales Trend Index is: Neutral.

Nestle Pacific has been growing consistently over the last 3 years resulting in a positive trend for the account. Recent losses and a weaker than normal pipeline have resulted in a downgrade to neutral.

Some actions:
3. Highlight the current trend to the management.

Insights in natural language support the sales analytics to give users context and background across the trends identified.
Potential Commission Data Confidence Index is Poor

The data used to build the data confidence has a significant bias that has an impact on the forecasted commission. Some actions:

1. The sales cycles in a number of opportunities one (in the last 4 months) is much shorter than expected. Please validate.
2. The win ratio for this account is significantly higher than expected. Are lost opportunities being recorded? Please validate.

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.
Similar to accounts and pipeline, analytics is performed on the products bought by the account. Attributes such as upsell product or revenue cannibalisation etc can be added to help reps sell better.
Information of performance of territories can also be captured and analysed to understand which regions may need support and which don’t.
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.