

# AIBLE for Salesforce

The AI amplifier for your Salesforce investment

## Aible for Salesforce

Combine the power of Salesforce with Aible to create a seamless CRM + AI experience.

AI has become a must-have for sales teams as it quickly elevates the role of CRMs in aiding sales teams to optimize their pipeline and close deals.

Aible makes it possible for everyone in the sales team to leverage AI. Sales executives are able to create agile sales strategies that help their teams focus on actions that drive the top and bottom line. Sales representatives can collaborate with sales operations and marketing teams to identify the most profitable deals and crush their quotas

With Aible, AI truly becomes a team sport by enabling the entire organization to work collectively towards a common goal.

## Aible Solves Key Use Cases

- Promotion Optimization
- Lead Optimization
- Quota Optimization
- Territory Planning
- Opportunity Scoring
- Propensity to Return
- Predict Most Profitable Account

The screenshot displays the Salesforce interface with the Aible overlay. The main focus is an opportunity card for 'Electronics Manufacturer' with a score of 78.4% and a recommendation to 'Pursue this Deal'. The interface includes navigation tabs for Sales, Contacts, Campaigns, Dashboards, Reports, Chatter, Groups, and More. The opportunity details on the left include: Opportunity Owner: Aaron Adams, Opportunity Name: Electronics Manufacturer, Account Name: EM North, Close Date: 9/25/2020, Type: New Customer, Lead Source: Web, and Order Number: [redacted]. The Aible overlay shows a green checkmark and the text 'Pursue this Deal' with a score of 78.4%. Below this, 'Top Prediction Drivers' are listed: 'Previous Opportunity Outcome: Success had the largest positive impact', 'Opportunity Type: Existing Customer - Replacement had a positive impact', and 'Close Date: 2020-09-30 had a positive impact'. A 'Model Feedback' section shows a scale from 'CONSERVATIVE FEWER, BUT MORE CERTAIN' to 'AGGRESSIVE MORE, BUT LESS CERTAIN' with a slider set to 'ORG'. At the bottom, there are buttons for 'I like this model' and 'I don't like this model'.

### Real Actionable Recommendations

You want to focus on the deals that will most impact your overall sales. Aible sorts opportunities in the order in which you should pay attention to have the highest overall business impact. Aible tells you whether the opportunity is profitable to pursue, not just whether it has a high probability of closing.

### Prediction Drivers

Aible not only recommends the most profitable accounts or customer cases to act on, but also highlights the driving reasons behind it all. This drives a deeper understanding on why specific opportunities or customer cases are more impactful for the overall business.

### Truly Customized AI

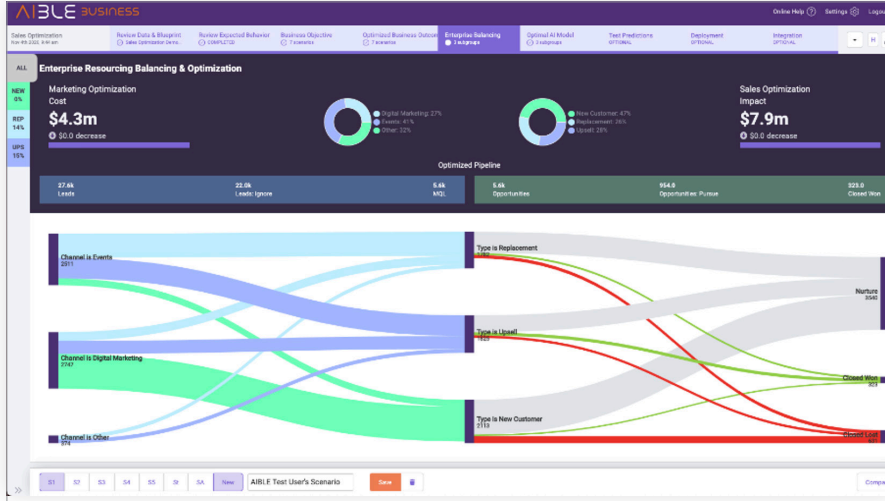
All salespeople or customer service people are not identical. Do you qualify deals or handle calls faster than others? If so, you have higher capacity. Do you host more expensive dinners for prospects? If so, your cost to pursue is higher than the average salesperson's. Aible adjusts the models based on your unique circumstances so you get an AI optimized for You.

### Collaboration and Feedback at Scale

For the first time, frontline users can now provide direct feedback over their AI models in production to quickly inform the organization of real-world conditions. That feedback informs the people creating the AI models, so that micro-adjustments can be made. Aible's end-to-end collaborative process ensures business adoption of AI at scale.

## AI That Spans the Entire Enterprise

Enterprises no longer need to operate sales in a separate silo. With Aible, teams can easily link projects that impact each other to optimize AI recommendations across functions. For the first time, leverage AI to balance resources and actions across sales, marketing, finance, customer support and other areas of your business to effectively drive revenue and improve resourcing to maximize business impact.



## Secure and Easy Access to Your Custom Salesforce Data

Aible easily supercharges your Salesforce data with AI - including all your customized data fields. You can securely authenticate with your Salesforce credentials and only the data you are authorized to see is moved to your own AWS or Azure account for further analysis. Aible performs data transformations, model training, and testing securely within your own cloud account – without ever seeing your data or trained models. No need to exchange secret keys. No administration required.



## Aible Platform Highlights

- **Conquer Every Use Case with Custom Business Blueprints**  
Blueprints translate AI-speak into the language of your business by mapping custom drivers for every industry and function.
- **Understand Cost-Benefit Tradeoffs**  
The benefit of a correct prediction is never the same as the cost of a wrong one. Aible optimizes for the net business impact of the AI.
- **Maximize Impact Within Real Operational Constraints**  
Aible crafts an AI that respects business constraints, such as marketing budgets or sales capacity, and recommends the optimal resourcing to maximize business impact.
- **Quickly Plan and Test Scenarios**  
Leverage an iterative and flexible approach for agile strategic planning and scenario testing to deliver sustained business impact and ROI.
- **Avoid Data Duplication and Redundant Analysis**  
Unlike other data catalogs, you get built-in privacy and data regulation compliance with exploratory analysis that doesn't duplicate data.

Looking to add AI to Salesforce?  
Get started now with Aible.

Request a demo at [www.aible.com/demo](http://www.aible.com/demo)