

An ITEA Smart engineering project

InnoSale

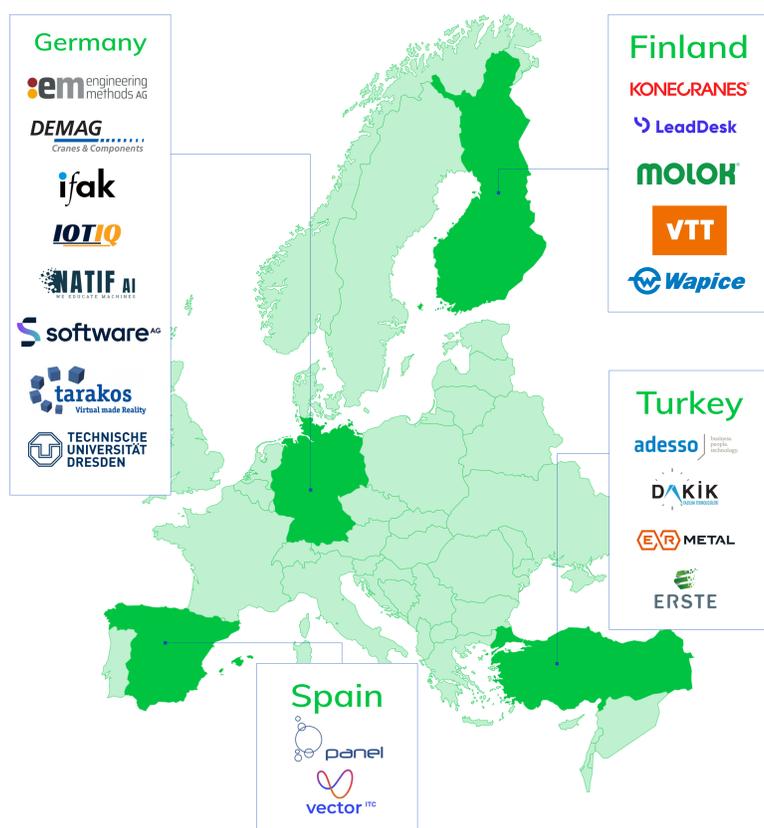


Improving the sales process for customers and engineers

Project summary

InnoSale has the potential to revolutionise the sales process for customisable industrial products and services. The development of building blocks addressing complex system configurations for sales support, such as validation rules, AI algorithms and pricing models, will not only improve the speed and accuracy of the sales process but also enhance the customer experience through personalised product recommendations and augmented reality techniques.

Consortium



Project duration

October 2021 - September 2024

Key results

- > Innovate today's sales systems and processes for complex and variable industrial equipment, plants and services that require time-consuming back-office support
- > Deploy a Dynamic Optimal Pricing Model using latest market price information to enable a systematic pricing strategy
- > Support Sales engineers in finding previous customer requests & orders and other suitable solutions quickly as well as identifying similarities between customers

InnoSale website

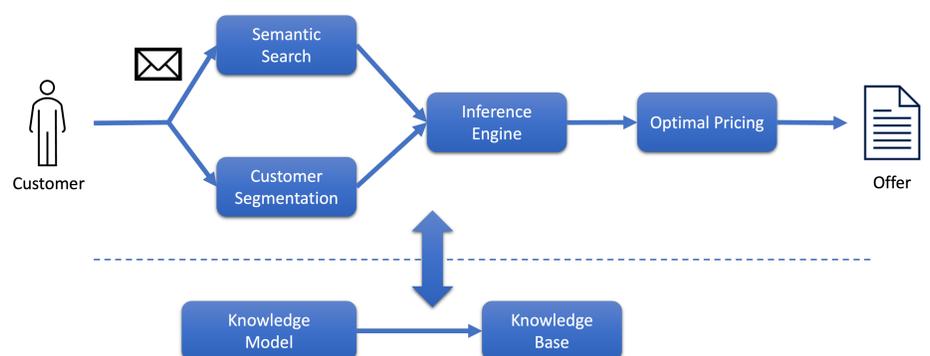


<https://www.innosale.eu/>

InnoSale video



<https://youtu.be/BvflgUoqrJQ>



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