

SugarPredict

The Sugar AI Engine



Summary

The SugarPredict AI engine drives business predictability and performance by continually analyzing your customer data, comparing it to a store of secure data sources, providing AI-driven predictions specific to your business. Insights are presented clearly offering your sales, marketing, and customer service teams the next-best action.

About SugarPredict

Empower your sales team and accelerate deals with time-saving, AI-powered predictions.

Understanding the current state of your business and health of your pipeline is essential, but what if you had the ability to see the future and predict what your business could be? That dream is now a reality. The Sugar AI engine, SugarPredict delivers exceptional business-critical predictions, even with limited or incomplete CRM data. Leveraging vast external data sources, SugarPredict surfaces insights unique to your business into Sugar Sell, accelerating business growth by analyzing factors your data doesn't cover. Through these unparalleled predictions, businesses can make confident decisions and focus on high-priority activities across the business including marketing, sales, and customer service.

The SugarPredict AI engine's greatest value is its proven immediate time-to-value, successfully driving sales after activation and implementation. By applying deep learning models to both CRM data and large quantities of data derived from external sources, SugarPredict provides a distinct advantage over modeling derived from CRM data alone—data that often is inaccurate or incomplete. SugarPredict algorithms identify signals with over **80%** greater accuracy than rule-based approaches. Only SugarPredict analyzes both customer data in Sugar Sell and externally sourced data covering millions of companies and contacts to accurately predict leads and opportunities most likely to convert successfully.

Benefits



Save Time

Save time and accelerate deals with accurate predictions—make better business decisions, manage risk, identify, and respond quickly to more opportunities.



Increase Accuracy

Accelerate deal velocity and maximize team productivity with accurate next-step advice backed by trusted metrics.



Implement Quickly

Place the power of AI into the hands of all your users on day-one. Boosting sales productivity and accelerate lead conversions and opportunity management.

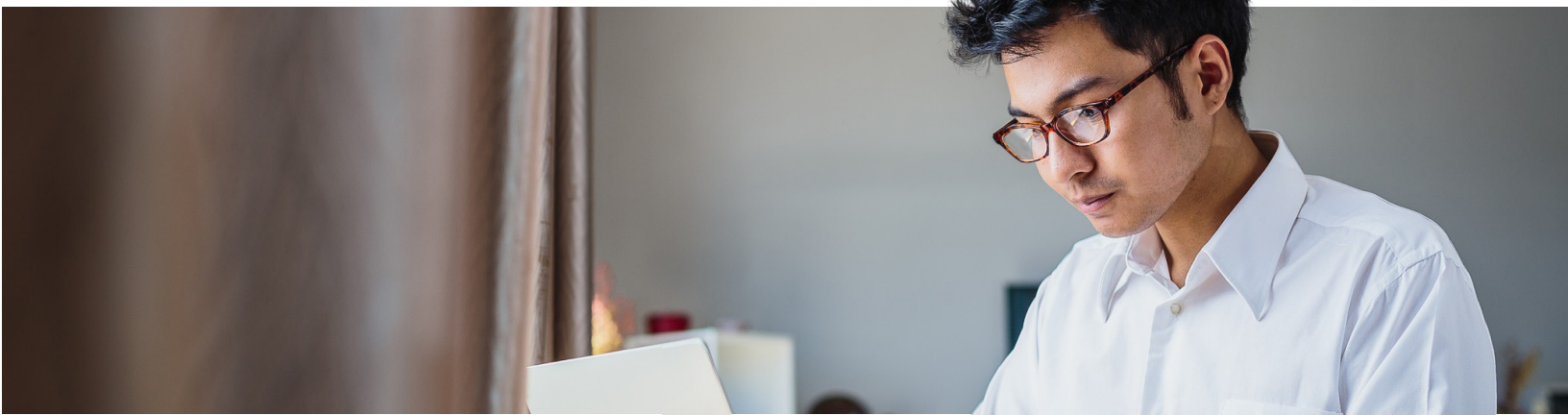
Moreover, SugarPredict's design ensures that no personally-identifiable information is exposed to users, ensuring the privacy and security of your customers' information.

SugarPredict technology powers AI-based predictions across the Sugar product line, including these existing and future features:

- Identifying customers most likely to churn, giving precious runway to remediate and engage with customers strategically
- Predicting likelihood to convert from lead scoring models
- Insight-driven forecasting and prescriptive guidance for higher quota attainment and sale close monitoring
- Recommending add-on products during the right phase of the customer journey increasing average deal size
- Ascertaining marketing attribution and contribution to closed business
- Improving customer engagement models through predictive case routing and contextual data in real time to empower customer service professionals

Key Features of SugarPredict

- **Uncover hidden market opportunities** – Identify patterns and trends that only a tireless AI engine can achieve, displayed directly within the Sugar products you use every day.
- **Boost sales productivity** – Know which leads to prioritize based on AI analysis providing you a step-up over your competition and making sales teams more productive.
- **Close more of the right deals** – Score opportunities by their similarity to your ideal customer profile, to improve win rates, increase deal sizes, and enhance retention.
- **Unlock sales pipeline predictions** – Feel confident about forecasting and future opportunities with every member of sales having contextual history and insights for pipeline analysis and forecasting.
- **AI Competitive Advantage assessment** - Sugar Service-Consultants help prepare customers for AI and walk through how to best utilize the in-product SugarPredict value-models.



About SugarCRM

SugarCRM's time-aware sales, marketing and service software helps companies deliver a high-definition (HD-CX) customer experience. For mid-market companies and anyone that wants a CX-driven platform, Sugar gives teams the time-aware customer data they need to achieve a clear view of the customer and reach new levels of business performance and predictability, and increase customer lifetime value. More than 4,500 companies in over 120 countries rely on SugarCRM. Based in Silicon Valley, SugarCRM is backed by Accel-KKR.

To learn more visit www.sugarcrm.com or follow [@SugarCRM](https://twitter.com/SugarCRM).



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