

Data accessibility in AI-driven B2B sales,
InnoSale webinar

Possibilities in AI driven B2B sales development, Konecranes

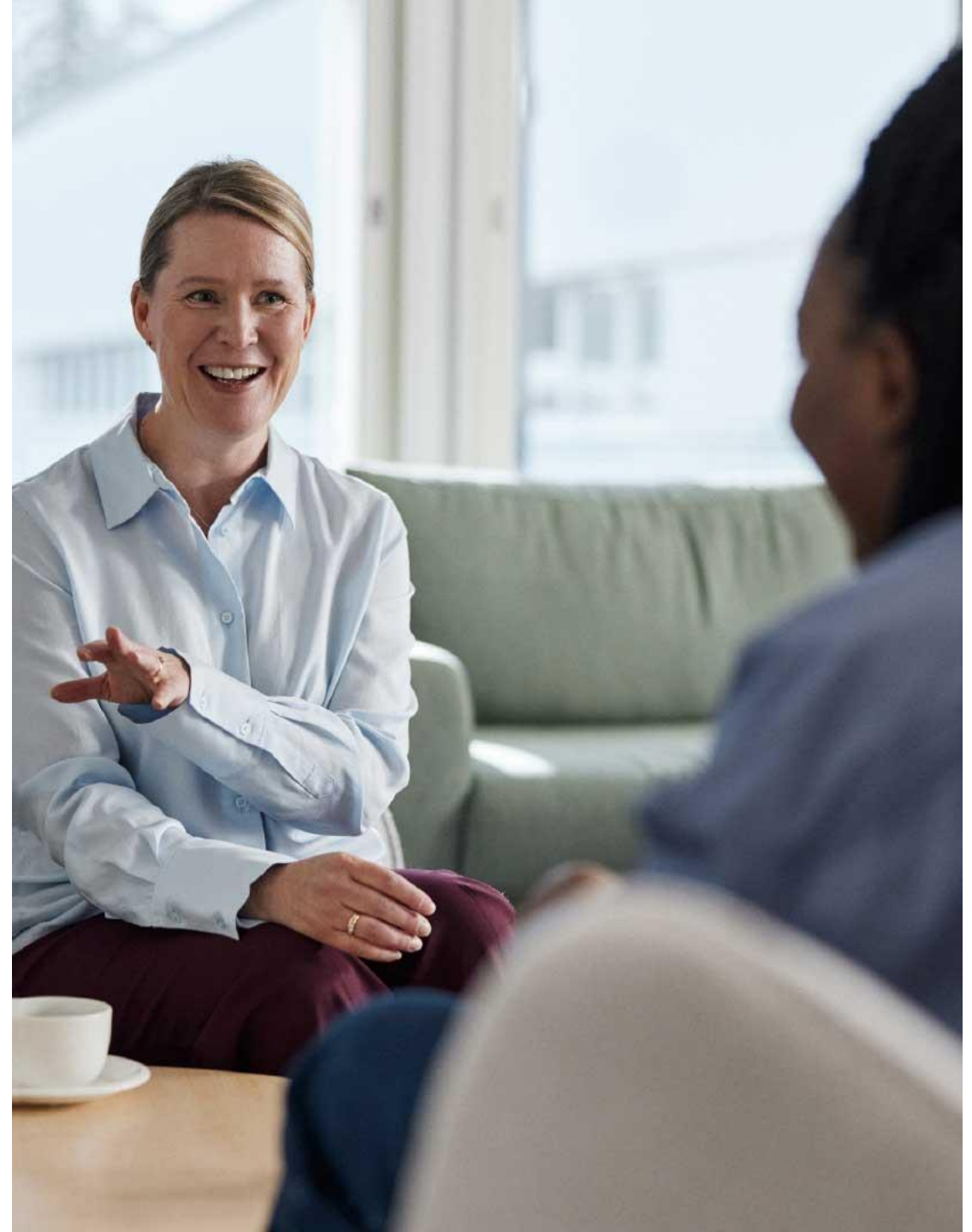
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KONECRANES

Agenda

1. Konecranes
2. Data sharing for collaborative research
3. One of AI driven B2B sales development use case
4. Lessons learned
5. Use case, possibilities and benefits



Konecranes is a global leader in material handling solutions, serving a broad range of customers across multiple industries. We consistently set the industry benchmark, from everyday improvements to the breakthroughs at moments that matter most, because we know we can always find a safer, more productive and sustainable way.

Konecranes moves what matters

Konecranes in numbers in 2023

ACTIVE IN
~50
COUNTRIES

11.4%
COMPARABLE
EBITA MARGIN

EQUIPMENT IS
~60%
OF TOTAL SALES

€4.0
BILLION IN SALES

SERVICE IS
~40%
OF TOTAL SALES

~16,600
EMPLOYEES

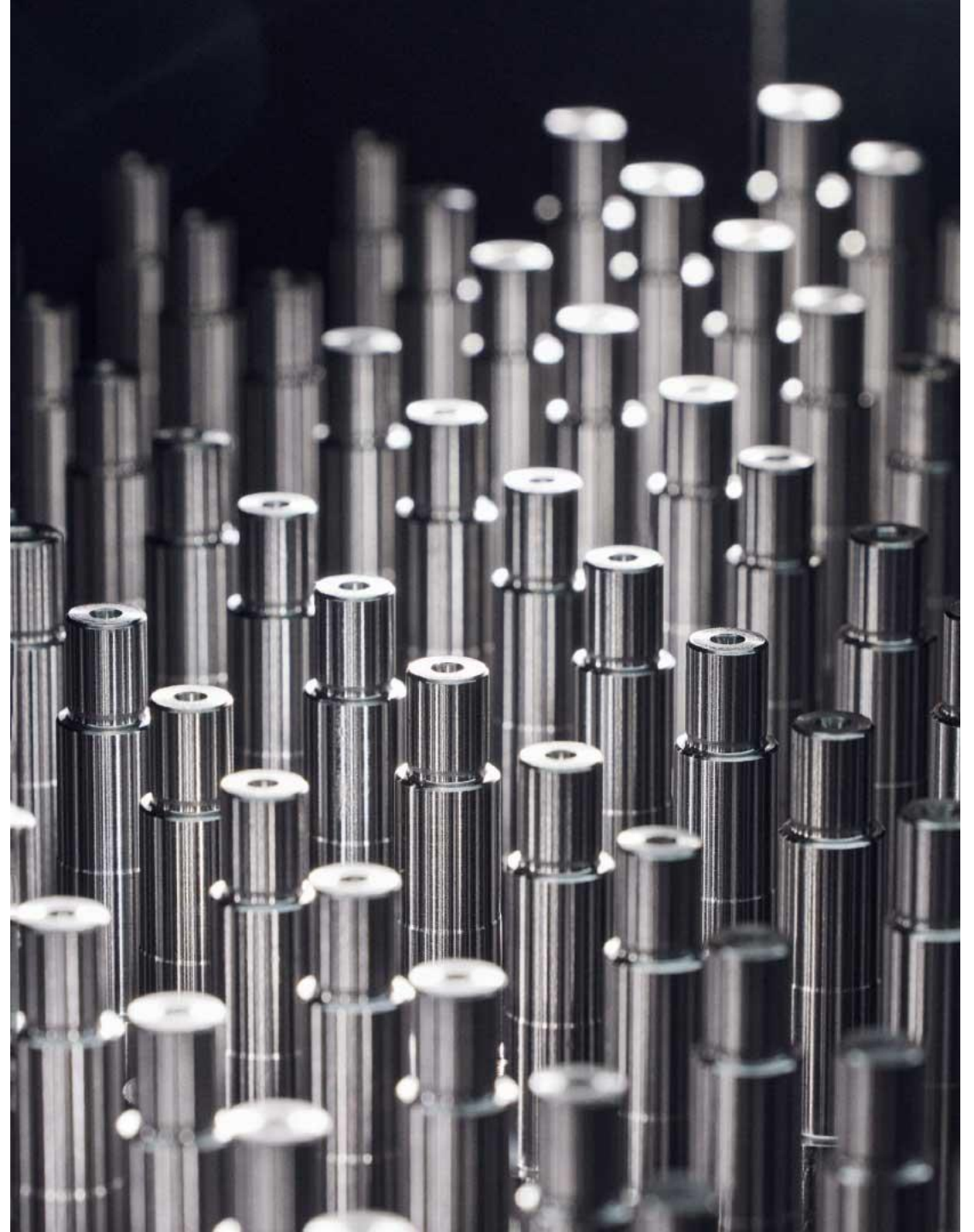


Data sharing for collaborative research

- Data licencing agreement
- Data specification
- Data access, storage, processing, security.
Also receiving partner side

Data sharing

- Dataset evaluation: value, risks&mitigation, pseudonymization
- Stakeholders. Involve to enable
- Information security topics



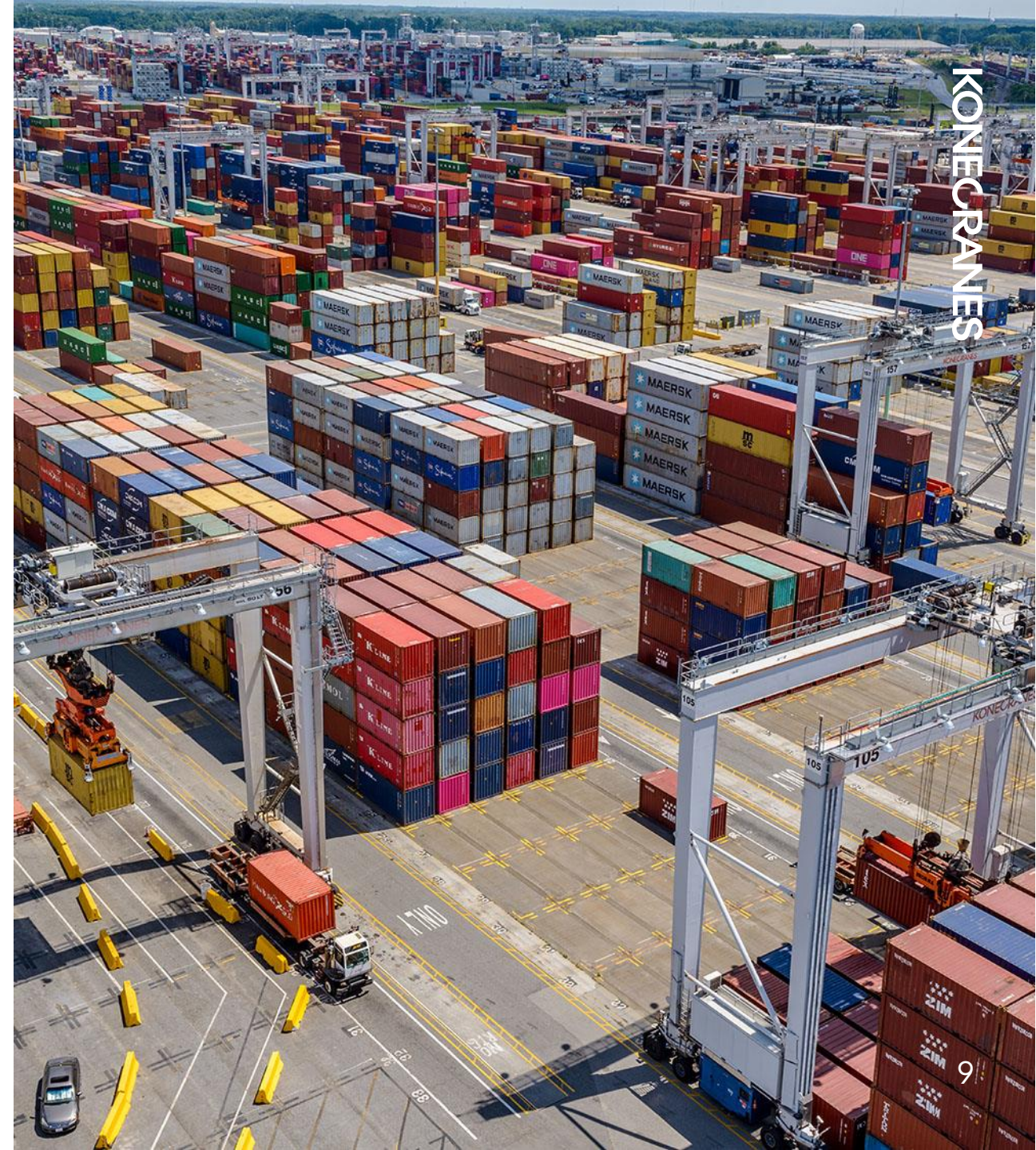


Data sharing

- Data packet to send-receive actions
- Partner research collaboration. Context & content help, output validating to useful results
- All the procedures fulfilling take time, possibly more than originally thought

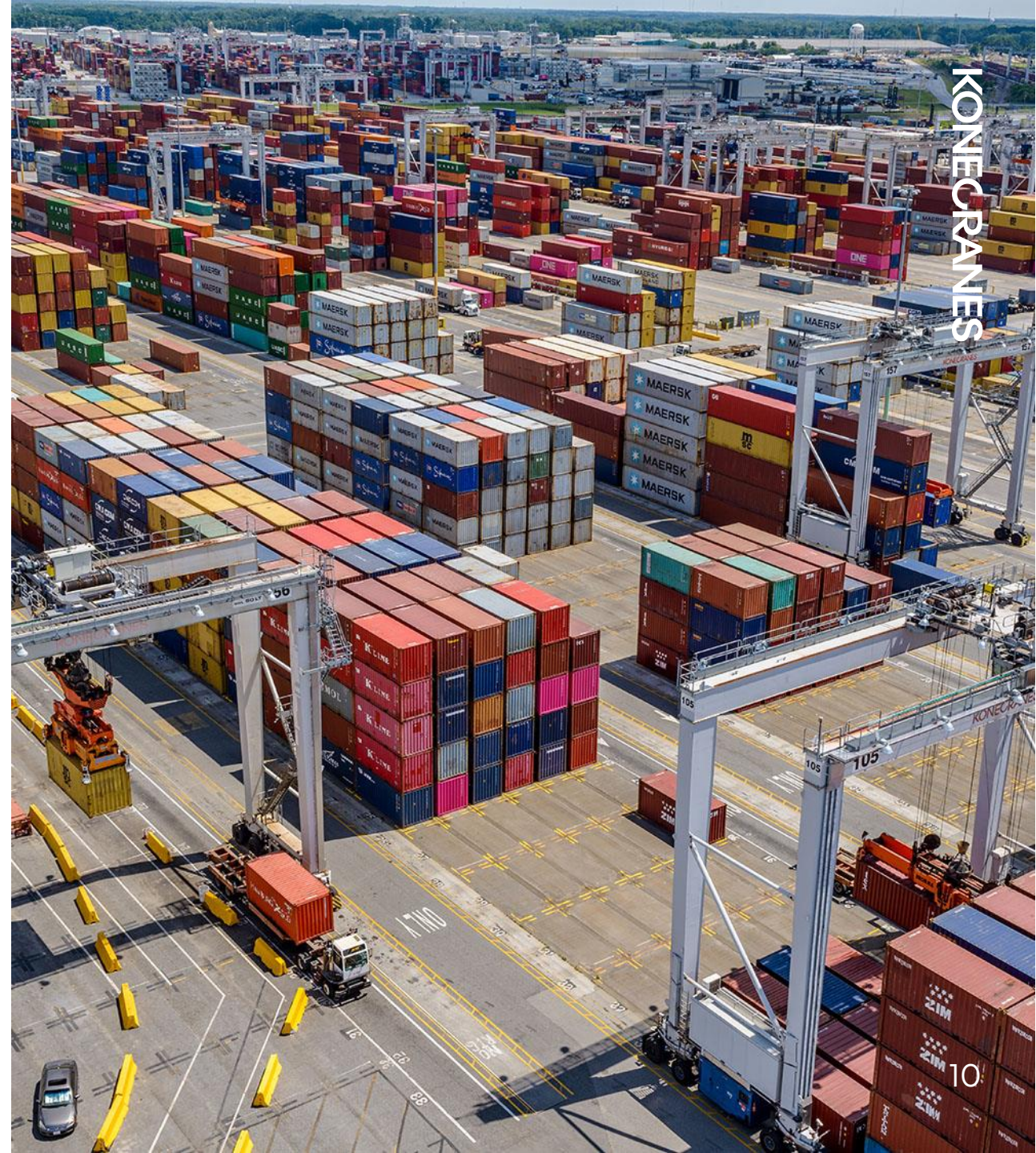
AI-driven B2B sales use case example: product support historical tickets info reuse

- Product support participate to complex offer preparations
- Ticketing system, lots of valuable historical info
- Search limited, user to evaluate info.



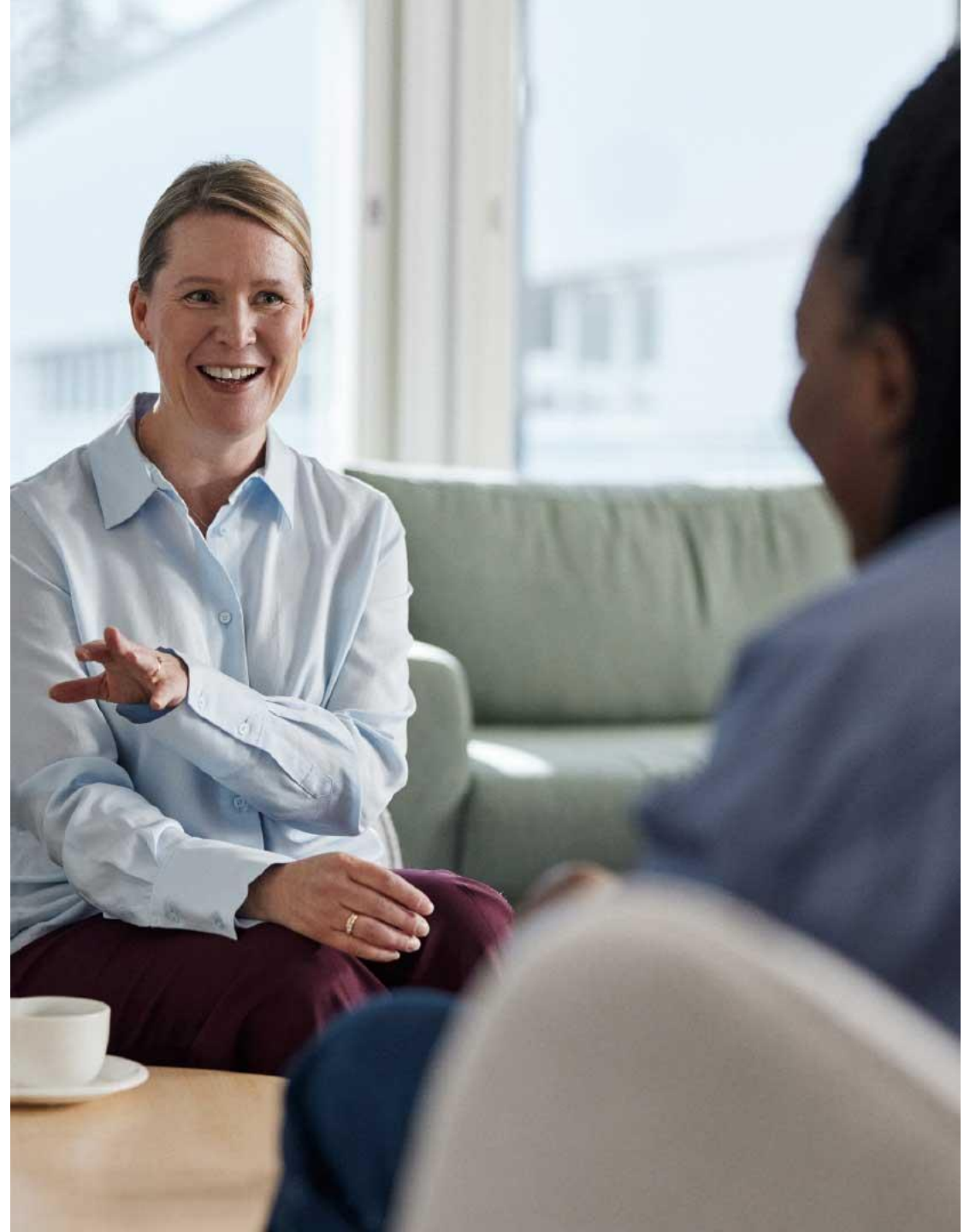
Product support historical tickets info reuse

- Future : semantic search to tickets.
- AI search results relevant tickets reuse potential.
- Assist offer making, improve offer time, offer quality and customer satisfaction



Lessons learned

- Identify agreements needed per cybersecurity and confidentiality
- Communicate benefits, build trust, resourcing, overall commitment throughout
- Stakeholders' early activation to enabling activities and how to do





Lessons learned

- Processing, designed for security. Collaborate with partner to ensure analytics outcome possible
- Joint effort -- keep it simple and descriptive so each stakeholder can contribute from their point of view
- Plan well and reserve enough time for related activities

Product support historical tickets info reuse: possibilities and benefits

- Enable system to participate to quotation preparation
- Reducing expertise requirement from salesmen
- Improving salesman productivity in offer preparation, reducing need for additional product support personnel
- Easier to find solutions to complex cases already solved previously. No need to reinvent the wheel



Product support historical tickets info reuse: possibilities and benefits

- Improve offer quality and quotation times to customer
- Improve customer satisfaction by more first-time-right quotation



Thank you.

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