

CEA - Opportunities

CUSTOMER ENGAGEMENT ANALYSIS

Process Owner

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General Description

Scope:

Pipe view from CRM (Core + iCare)

- Includes only " growth opportunities" (record types: Product qualified & product requiring qualification) for Core CRM
 - Excludes Recurrent Sales Opportunities, CONFIDENTIAL Opportunities,
- " DevPool " for SpP iCare
 - DevPool is then split into "growth" and "recurrent" business types
 - Excludes Confidential Opportunities,

KPIs:

- Weighted Expected Revenue (M€)
- Unweighted Revenue (M€)
- Weighted Expected Volume (T)
- Unweighted Expected Volume (T)
- Number of Opportunities

Dimensions:

[Dimensions Overview](#)

Reference dates:

- Expected Closed Date
- Opportunity Forecast Date
- Target First Delivery Date

Currencies and Exchange Rate:

- EUR
- Conversion tables are from both CRM systems and are used to convert from opportunity document currency to EUR

Sources:

- SFDC CORE & iCARE

Data Refresh Frequency:

- Daily (morning CET)

Target Users

- ExCom members
- Excellence Center
- GBU Leadership Team

Authorization & Rights

All GBUs or by GBU.