



# The Sugar AI Engine

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.

## 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 Market** and **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, Market lead activity 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 Sell, Market and externally sourced data covering millions of companies and contacts to accurately predict leads and opportunities most likely to convert successfully.

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## SugarPredict

### 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 AI-based predictions uses automated machine learning (AutoML) across the Sugar product line, delivers these existing and future features:

- Identifying customers most likely to churn, giving precious runway to remediate and engage with customers strategically
- Predicting lead interest and 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 Assessments

Sugar Service-Consultants help prepare customers for AI and walk through how to best utilize the in-product SugarPredict value-models

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## About SugarCRM

SugarCRM is how marketing, sales, and service teams finally get a clear picture of each customer to help businesses reach new levels of performance and predictability. Sugar is the CRM platform that makes the hard things easier.

Thousands of companies in over 120 countries rely on Sugar to achieve high-definition CX by letting the platform do the work. Headquartered in Silicon Valley, Sugar is backed by Accel-KKR.

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