Athena 3.2: Enhancements to contacts and sales play recommendations
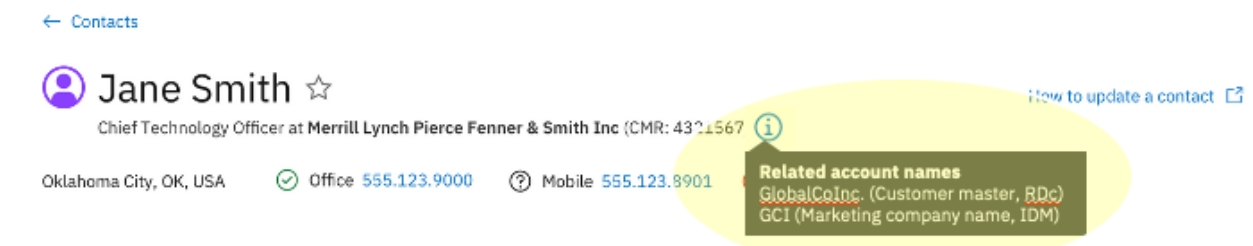
By: Haley Kitts September 24, 2020 [Athena](#)

The latest release of Athena helps reduce confusion caused by differences in account naming across marketing and sales platforms. When you search for contacts by 'Account,' Athena queries both marketing and sales account names, and displays the alternative names. Additionally, this release offers a faster path to logging opportunities associated with your sales plays and the flexibility to view your recommended sales plays by brand.

Find your contact regardless of differences in account names across IBM systems

In IBM systems, contacts are generally associated with a Customer Master Record (CMR). A CMR may be assigned to a company site, subsidiary, or division. When a contact is associated with a CMR, various IBM systems may reflect different account names for the same CMR, depending on whether you are accessing marketing data (IDM), CIO data (RDc), or CRM data (Atlas).The account name may also differ depending on whether you are accessing contact and account data at the child level (CMR) or the aggregated parent level (Buying Group or Domestic Client ID).

To make it easier for you to see ALL the account names that IBM associates with a contact and the related account, Athena searches the marketing, CIO, and sales repositories for your contact and account; then presents the default CMR account name within the contact's profile information, as well as on the search results card. To see alternative account names contained in the various IBM systems, click the "i" icon in the contact profile, or on the search results card.

See the sales plays for a specific brand

In addition to filtering your list of sales play recommendations by sales play, account, and country, Athena makes it easy to see all the plays for a specific brand.
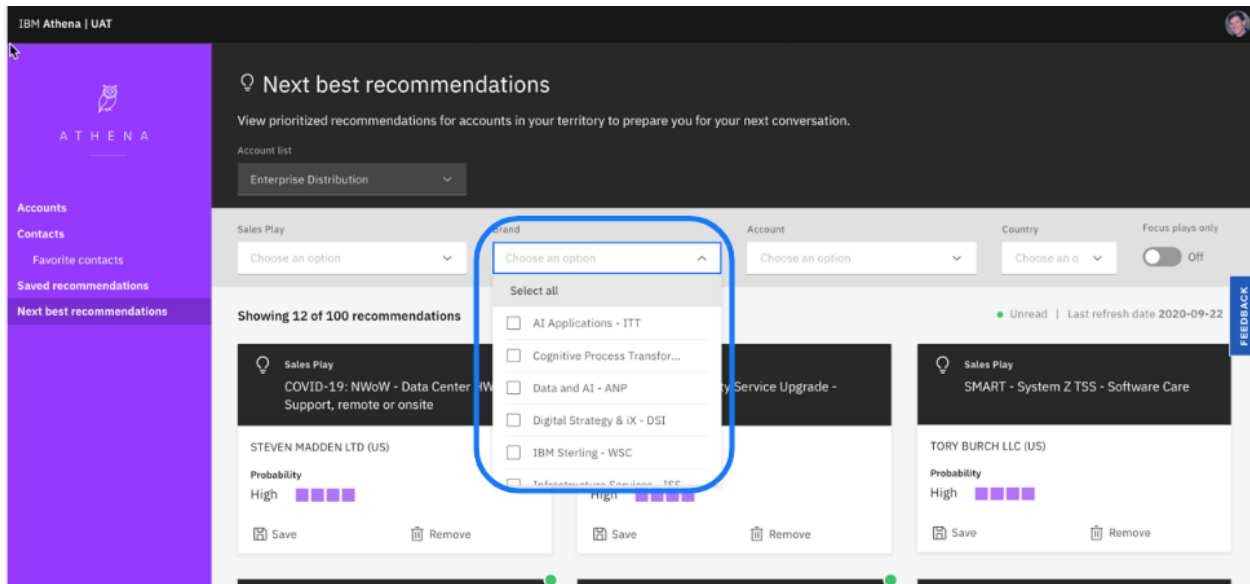
Get more relevant sales play recommendations for services

Consistent with other brands, the GTS products recommended in your sales plays now reflect Level 30 in the Unified Taxonomy, rather than Level 20. This means your recommendations are more closely aligned with the past purchases that drove the recommendation.

Add opportunities to Atlas faster

To support the Enterprise Structured OI process (SOI) and track new opportunities against specific plays, you can add the opportunity to Atlas without navigating to CSA to complete this task. While further CRM integration is in progress, Athena links you to the Atlas opportunity form and, in one click, enables you to paste the SOI tags into that form.

Learn more

- Athena contacts
- Athena recommendations
- Join our monthly feature presentations to stay in the loop with future enhancements.