The benefits of **CSA**

Effective business development

Access more data at your fingertips
CSA aggregates data from multiple trusted sources into one platform.

Leverage more client insights
- Aggregated view at both parent and CMR levels.
- IBM & competitive install base, opportunities, revenue history, industry trends, and more.

Get quick access to Athena for details about your contact's marketing interactions and account.

Start new conversations
- Target the right contacts in your client set or white space companies, based on job role, job level, and marketing interactions.
- Reach large numbers of contacts easily and efficiently using SalesLoft.

Comply with data privacy rules
- Filter your contacts based on their communication preferences.
- Communicate with large numbers of contacts using CSA email. (ProspectReach users).

CSA

Win with relevant sales plays

- Prioritize your work with focused sales plays your manager selects.
- Conveniently access sales play assets.
- Quickly see SaaS plays highlighted with visual indicators.
- Add an opportunity directly from a sales play.

Target the white space

- Identify new companies for prospecting.
- Easily surface contacts at white space companies.
- Leverage sales play and product and services recommendations.
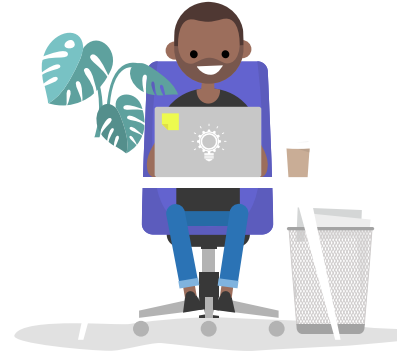
Manage your business

Track your performance
Sellers & sales managers: At-a-glance, see your progress towards building a robust opportunity pipeline.
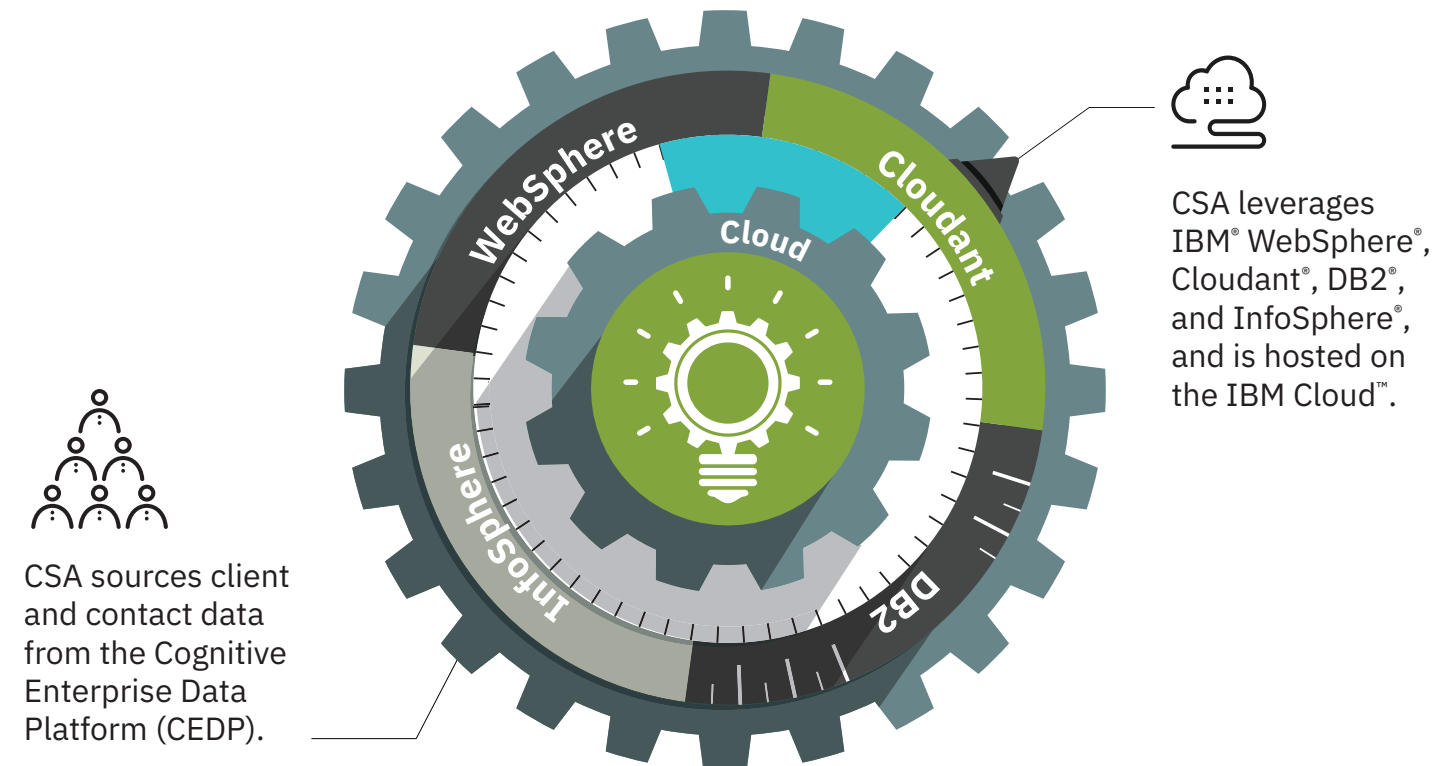
Automated alerts deliver new insights
- Contract expiration dates.
- Contact-initiated marketing interactions.
- XaaS subscriptions started.

IBM technology and CSA

CSA leverages a robust cognitive analytics model called CoRE* to identify clients and contacts that can benefit from IBM products and services.

CSA sources client and contact data from the Cognitive Enterprise Data Platform (CEDP).

WebSphere · Cloudant · Cloud · InfoSphere · DB2

CSA leverages IBM® WebSphere®, Cloudant®, DB2®, and InfoSphere®, and is hosted on the IBM Cloud™.

*Cognitive Recommendations Engine

Log in to Cognitive Sales Advisor today!
ibm.biz/CognitiveSalesAdvisor

Get more information at ibm.biz/csaoverview

IBM