



Athena 2.0

By: Haley Kitts June 30, 2020 [Athena](#), [General](#)

Begin 2H 2020 with greater insight into your contacts and clients, and a sharper focus on where to invest your time. In addition to new ways to view and manage your contacts and more details about your contacts, Athena 2.0 delivers sales play recommendations to client reps. A new Athena home page and left navigation menu puts these new features at your fingertips.

Introducing Athena sales play recommendations

Note: While sales play recommendations will soon be available to all territory owning sellers, this MVP release presents recommendations only to client reps.

Increase lifetime value of a client

Athena and CSA leverage different analytical models to deliver recommendations. Powered by a model developed by CHQ Data Science & AI team, *Path to Life Time Value (PLTV)*, Athena sales play recommendations focus on expansion by prioritizing products in a way that increases the lifetime value of a client.

[>> Learn more about PLTV and the distinction between CSA and Athena recommendations](#)

View and save your top recommendations

Based on the PTLV model, Athena presents the 12 next best sales play recommendations at the Domestic Buying Group (BG) or Domestic Client ID (DC) levels. Each recommendation targets a specific account in your territory. You can save or remove a recommendation, in which case your list refreshes to present 12 recommendations again. Use the left navigation menu to access your saved recommendations anytime.

IBM Athena

ATHENA

Contacts

- Favorite contacts
- Saved recommendations
- Next best recommendations**

Next best recommendations

View prioritized recommendations for accounts in your territory to prepare you for your next conversation.

Showing 12 of 50 recommendations ● Unread Last refresh date 2020-05-12

<p>Sales play Cloud Pak for Applications Sales Kit</p> <p>Global Company, Inc. Oklahoma City, OK, USA</p> <p>Confidence Strong Contacts 7 recommended</p> <p>Save Remove</p>	<p>FOCUS Sales play Watson career coach</p> <p>Global Company, Inc. Louisville, KY, USA</p> <p>Confidence Strong Contacts 2 recommended</p> <p>Save Remove</p>	<p>Sales play SAP HANA on power & storage</p> <p>XYZ Company Longmont, CO, USA</p> <p>Confidence Strong Contacts 1 recommended</p> <p>Save Remove</p>
<p>FOCUS Sales play ENT - Aspera on Cloud</p> <p>Mobbin International New York, NY, USA</p> <p>Confidence Strong Contacts 2 recommended</p>	<p>Sales play Aspera on Cloud</p> <p>Muzli Co. Dillon, CO, USA</p> <p>Confidence Strong Contacts 7 recommended</p>	<p>FOCUS Sales play Reach 100% automation by enabling...</p> <p>Company X Dillon, CO, USA</p> <p>Confidence Strong Contacts 4 recommended</p>

For each recommendation, you'll see:

- A description of the recommended sales play and link to the sales play content in Seismic
- Account information plus a link to CSA Client360 (parent level) where you can add an opportunity to Atlas
- The recommendation rationale, which includes the primary recommended product within the sales play, probability of purchase, and prior purchases and opportunities that influence the recommendation

Save
Remove

Sales play for ██████████ INDUSTRIES INC

Cloud Native Application Development [↗](#)

Containers work by isolating the differences between apps within the container so that it all looks standardized from the point of view of outside the container, making apps very much easier to use. IBM provides a complete solution with a hosted and secure container service with enterprise-grade orchestration and management along with a native user experience. Our solution reduces the complexity of deploying, managing, scaling, updating, and securing applications.

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Recommended products

Products recommended for this client:

- **Cloud Public Subscription**

Other products associated with this play:

- Watson Professional Services
- IBM Cloud Pak for Integration
- Event Streams
- Mobile: Design & Development
- Expert Labs - Cloud Integration and Development

[Show more](#) ▾

Why Athena recommends this sales play.
Create opportunity in Atlas using CSA →

High probability

Probability of purchasing recommended products

Previous purchase history indicates the client has a **44% probability** of purchasing one of the products associated with this sales play.

- **Cloud Public Subscription**

Prior purchases

Within the past 18 months, the client purchased the following product(s). These prior purchases influence the sales play recommendation.

- **Watson Discovery**
- **iX Portfolio**
- **Watson APIs**

Prior opportunities

These opportunities include the previously purchased product(s) displayed above. Reach out to the primary contact on the opportunity, who may be the best person to start a conversation about the client's needs. This client's contacts are available by clicking on 'View details in CSA Client 360' in the section below.

- **5S-R2MMK3V**
- **FS-0TQEZ04**
- **SOC-DSEDS1D**

FEEDBACK

Receive recommendation alerts




A T H E N A

Weekly Alerts Digest

30 Jun 2020

Dear John Bergland

Here are your new alerts.

 **Top 3 sales play recommendations**

 **1 new interactions for contacts you follow**

Sales play recommendations

[View details](#)

Project Growth - Identity Governance and Admin

Client:

IBM Cloud Infrastructure Services

Client:

Project Growth - Messaging (IBM MQ and Event Streams)

Client:

Start your week with actionable insight based on data science. Client reps with a defined territory: Each Sunday, Athena will deliver the top 3 sales play recommendations, for your territory, right to your Inbox. (In a future release, you'll be able to set preferences for these notifications.)

[>> Learn more about Athena sales play recommendations](#)

[>> Learn more about Athena alerts](#)

Enhancements to Athena contacts

Easily view and manage a list of your favorite contacts

When you use Athena to find contacts, you have the option to follow those contacts who most interest you. Athena 2.0 includes a new page where you can view and manage this list of your favorite contacts. Simply update the list to ensure that you receive the [marketing interaction alerts](#) that you want to receive.

Favorite contacts

Favorites are the key contacts you are following.
Click the star to remove a contact from your favorites list.

Showing 12 of 12 favorite contacts Q

★ Contact Job title	Job role Job level	Account Location	Email	Phone
★ Bill Software Development Director	Software Design, Development & Integration - IT Senior Mgmt	[Redacted] Waukesha, US-WI, US	<input checked="" type="checkbox"/> [Redacted]	<input checked="" type="checkbox"/> Office [Redacted]
★ Daniel B VP of IT Services	Line of Business Executive Exec Direction	[Redacted] Waukesha, US-WI, US	<input checked="" type="checkbox"/> [Redacted]	<input checked="" type="checkbox"/> Office [Redacted]
★ Bob Senior IT Director - Enterprise Business Systems	Professional Developer - IT Senior Mgmt	[Redacted] Waukesha, US-WI, US	<input checked="" type="checkbox"/> [Redacted]	<input type="checkbox"/> Office [Redacted]
★ Patti Cio and VP of Information Technology	Chief Information Officer - CIO Exec Direction	[Redacted] Oak Brook, US-IL, US	<input type="checkbox"/> [Redacted]	<input checked="" type="checkbox"/> Mobile [Redacted] <input checked="" type="checkbox"/> Office [Redacted]
★ Tom Senior Director, International Sales	Sales Senior Mgmt	[Redacted] Oak Brook, US-IL, US	<input type="checkbox"/> [Redacted]	<input type="checkbox"/> [Redacted]
★ Nisheet Director of IT Application Development	Senior Application Development Manager - IT Senior Mgmt	[Redacted] San Francisco, US-CA, US	<input checked="" type="checkbox"/> [Redacted]	<input type="checkbox"/> Office [Redacted]
★ Erin Vice President & Chief Information Officer	Chief Information Officer - CIO Exec Direction	[Redacted] Greensburg, US-IN, US	<input checked="" type="checkbox"/> [Redacted]	<input checked="" type="checkbox"/> Office [Redacted]
★ Pranav Senior Director of IT Applications	Senior Application Development Manager - IT Senior Mgmt	[Redacted] Deerfield, US-IL, US	<input type="checkbox"/> [Redacted]	<input checked="" type="checkbox"/> Office [Redacted]
★ Nancy Software Engineer	Software Design, Development & Integration - IT Junior Professional	[Redacted] Omaha, US-NE, US	<input checked="" type="checkbox"/> [Redacted]	<input type="checkbox"/> Office [Redacted]
★ John Deputy Director, Digital Strategies and Information Technology	Social Media Specialist Junior Mgmt	[Redacted]	<input checked="" type="checkbox"/> [Redacted]	<input checked="" type="checkbox"/> Mobile [Redacted] <input checked="" type="checkbox"/> Office [Redacted]

Get more details about your contacts

Country and Account ID. In addition to the account details provided in the [Athena May 22 release](#), Athena 2.0 includes Country and Account ID attributes in the account summary. This provides context for the additional account details displayed.

Interactions timeline last refresh date. Additionally, for more transparency in the data Athena presents, you'll now see the date the marketing interactions timeline was last refreshed.

Guidance about how to update contact information

Based on feedback from users, the contact details page provides a path for updating contact information, using Atlas.

[>> Learn more about Athena contacts](#)