1. **Marketing & Sales: Knowledge Management in area of Performance Management**

* **Sales KPI Inventory - How to build a common "database" with sales relevant metrics, KPIs, reports & dashboards to improve knowledge of sales managers and usage of sales-relevant systems.**
  + - ABB internal research: divisional and local best practices
    - External research: collect and analyse best practices
    - Ideally create prototype
    - Potential IT skills include MS sharepoint, Adobe illustrator, Web design, databases
    - Work with implementation partners (e.g. SFDC, ACCENTURE)
    - ABB project lead Michael Rall (business analyst and global project lead), Supervisor Oliver Lawrenz Group Vice President M&S Performance Management

1. **Marketing & Sales Performance Management**

* **The future of sales reporting (or sales management) - benchmarking & research project**
  + - Collect trends in reporting and advanced analytics
    - Collect trends in visualization
    - Possible areas
      * filtering versus toggling and exploration
      * new ways to present dimensional data (slice&dice)
      * create prototype using MS PowerBI
      * knowledge within Qlik and Tableau beneficial
    - EXCLUDE artificial intelligence
    - Work with ABB data science lab and reporting experts
    - Work with solution provider (JEDOX) and implementation partners (e.g. SFDC, ACCENTURE)
    - ABB project lead Michael Rall (business analyst and global project lead), Supervisor Oliver Lawrenz Group Vice President M&S Performance Management

1. **Marketing & Sales Smart sales coaching**

* **How to boost 20.000 sales people effectiveness?**
  + - Internal analysis: which systems/rules of sales assistant are already in place?
    - External analysis: which sales assistants are available
    - identify SFDC date (based on opportunity/quote/account related (historical) data that – in a conditioned and processed way - can support sales coaching/guidance in a context sensitive way along the opportunity lifecycle
    - plus identify data gaps to comprehend the data set
    - Work with implementation partners (e.g. SFDC, ACCENTURE)
    - Work with all ABB divisions and regions
    - ABB project lead Markus Gauder (Global Process Owner Strategic Sales, Supervisor Oliver Lawrenz Group Vice President M&S Performance Management