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