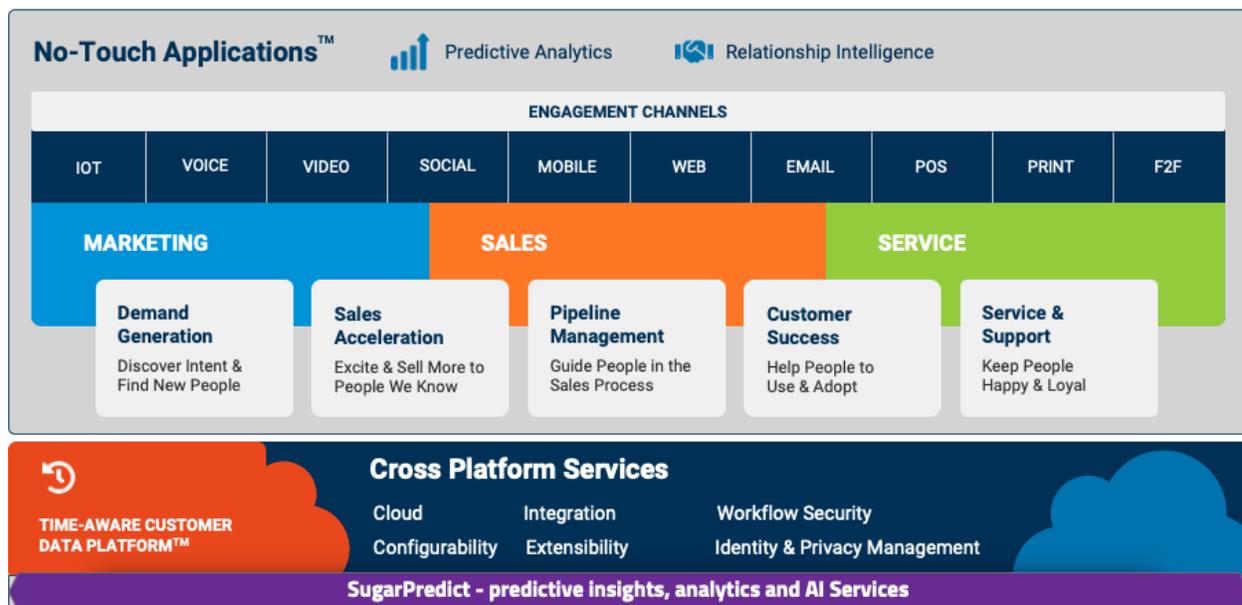


# SugarPredict | Customer FAQ

## General Questions

### What is SugarPredict?

The SugarPredict AI engine is an integral component of the SugarCRM high-definition customer experience CX platform. It will help drive business predictability and performance by continually analyzing your customer data, comparing it to a store of secure data sources, providing AI-driven predictions specific to your business. The SugarPredict results are presented to Sugar users via the Sugar Sell user interface. Insights are presented clearly, offering your sales, marketing, and customer service teams the next-best-action.



### What are the SugarPredict models?

SugarPredict for *Sugar Sell* takes the guesswork out of:

- Finding your Ideal Company Profile (ICP) and which leads align with it
- Lead scoring and prioritization for sellers
- Pipeline assessment with Opportunity/Win analysis

## **When is SugarPredict launching?**

SugarPredict is launching in Sugar Sell as part of the Q1 2021 product release and is now available to all our current Sell customers. The AI results are integrated into the existing Lead and Opportunity screens.

## **Which users will benefit the most?**

From our early discussions with our preview customers, we believe business development reps, salespeople, sales operations, and sales managers will all benefit from the results and analysis delivered. They will quickly realize their hottest leads and how they match their ICP, and which opportunities are more likely to close.

## **What CRM data do I need in place to benefit from SugarPredict?**

Our initial analysis shows that the AI models require approximately a minimum of 200 leads and 200 opportunities that have flowed through the pipeline for SugarPredict to analyze what it needs to deliver meaningful results. But this is just a guideline and we have Customer Service Managers and a service engagement team ready to help with this type of AI assessment.

## **What will SugarPredict cost?**

The Lead, ICP, and opportunity results driven by the AI models for Sell add significant time saving and productivity value from day one for our customers, and they are complimentary for Sell 10.3 or higher customers.

## **Will SugarPredict be launched and available across the globe?**

Yes. For those customers interested in benefitting from SugarPredict, we recommend reviewing our [SugarU AI activation content](#) and please feel free to contact your Customer Service Manager.

## **Will SugarPredict also analyze Enterprise and Professional versions of SugarCRM?**

SugarPredict only enhances Sugar Sell today. Our non-Sell customers are welcome to move to the Sell version and benefit from SugarPredict and various other products like Sugar Discover for historical pipeline analysis and reporting.

## **I am a Sugar Sell customer. How do I know if I have SugarPredict?**

There will be an in-app notification when you sign-in. We will also send an email notification.

## **I am a Sugar Sell customer. Why don't I have SugarPredict?**

Not all customers have sufficient data to support the use of SugarPredict AI models. AI requires sufficient data to be able to have true predictive capabilities.

Customers with insufficient data to qualify for SugarPredict can work with their customer success representatives to identify potential data problem areas and develop plans for improvement to enable AI. For information on what data is required, please contact your Customer Service Manager.