



# Automate Sales Quoting with Intelligent Agents

[concurrency.com](https://concurrency.com)

# About Concurrency

- Concurrency is an organization of Change Agents. Inspired technologists who create value, challenge the status quo and deliver business outcomes.
- Concurrency helps you find better ways to leverage technology to fulfill your strategies and improve your business. It specializes in Cloud, Data & AI, Modern Apps and Secure Modern Workplace.
- Concurrency is a Microsoft Gold Partner, multiple-time Microsoft Partner of the Year winner, ServiceNow Elite Partner and was recently recognized with four 2020 Microsoft Partner Awards for success helping organizations leverage Azure, AI and machine learning to drive business results.
- Founded in 1989, Concurrency is headquartered in Brookfield, WI with additional offices in Chicago, IL and Minneapolis, MN. It was recently named to Inc. 5000's Fastest Growing Private Companies in America list for the fifth time.



# Increase your Win Rate with Sales Quote Automation

## Challenges

- Deliver timely, accurate quotes for incoming sales requests
- Managing quotes with hundreds of thousands SKUs
- Ensuring a winnable, accurate quote is delivered to the customer in as short of a timeframe as possible
- Real-time forecasting
- Drive competitive advantage in highly competitive industry

## Solution

- Leveraging Artificial Intelligence and Natural Language Processing (NLP) to process incoming quote requests
- Smooth integration with sales tools
- Utilize Azure ML, DevOps, Databricks, Spark NLP, Kubernetes Services and more to deliver a seamless, integrated solution

## Outcomes

- Increase the turnaround time for incoming requests for quotes
- Ability to deliver an increased number of quotes which increases sales conversation rate ultimately driving increased revenue

# Solution: Sales Quoting with Intelligent Agents



Sales Quoting with Intelligent Agents  
Manufacturing IP Solution



Microsoft Azure ML, AKS,  
Databricks and DevOps

- Leveraging Artificial Intelligence and Natural Language Processing (NLP) to manage incoming sales quote requests
- Utilize Azure ML, DevOps, Databricks, Spark NLP, Kubernetes Services and more to deliver a seamless, integrated solution integrated with sales tools





# Global Manufacturer Gains Competitive Advantage with NLP

# Global Manufacturer Gains Competitive Advantage in Highly Competitive Industry with Natural Language Processing

## Challenge

- Manufacturer seeks competitive advantage in highly competitive industry by reducing the amount of time it takes to provide a sales quote.
- The company stocks over 100,000 skus and receives a request for quote every 4.5 minutes. Reducing the amount of time required to provide a quote will positively impact its sales conversions.

## Concurrency Manufacturing IP Solution

- Concurrency leveraged its AI and text analytics expertise to create a natural language processing (NLP) model, adding functionality to process incoming emails in real-time.
- Outlook integration supports real-time integration with AI/NLP models and provides salespeople with product SKU links to existing ERP quoting tools.
- NLP model leverages Azure infrastructure including Azure Functions, Logic Apps, Service Bus, SQL and AKS to support live, real-time parsing of incoming quote emails.

## Microsoft Technologies

- Azure Machine Learning and Text Analytics
- Azure Text Analytics
- Microsoft DevOps
- Azure Databricks
- Spark NLP
- Azure Kubernetes

## Return on Investment

- 1-2% sales uplift
- \$40-\$80m in revenue
- Manufacturer increased the speed of its time to quote within its sales process, positioning its 600+ person sales team to provide more timely, accurate customer responses.



# Call to Action

- [contactsales@concurrency.com](mailto:contactsales@concurrency.com)
- Learn more: [Concurrency Manufacturing IP Solutions webinar](#)
- [www.concurrency.com](http://www.concurrency.com)





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**Thank You**