

# Never miss(-understand) an opportunity

Enrich opportunity related data using Large Language Models

## Team Project FSS 2025

sovanta AG, 12.02.2025

Dr. Tommi Kramer, Patryk Preisner

In cooperation with the  
Chair of General Management and Information Systems (Prof. Dr. A. Heinzl)



# Our **locations** worldwide

**Germany** | Heidelberg

**Germany** | Hamburg

**Germany** | Cologne

**Spain** | Valencia

**Argentina** | Buenos Aires

**150+ Customers**

**500+ Projects**

**2 Mio. User**

**200 Employees**

# Project Background

- Employees receive multiple opportunities from various customers
- Customers expect customized proposals to convert opportunities into sales
- To understand customer needs, employees must have knowledge of:
  - Current opportunity
  - Historical sales data
  - Customer meta-information
  - Differences compared to other customers
- Relevant information is scattered across multiple systems, making it time-consuming to gather



# Project Scope & Goals



## New Opportunity in CRM

Customer Relationship Tools already collect a lot of information about customers and potential opportunities.



## Gather Information

Starting from the CRM tool the goal is to gather more information about the customer and the interesting offer, using tools like web search and other internal systems.



## Summarize and Describe

With the help of various Large Language Models, the gathered information should be summarized and described, so sales employees can benefit from that information at one glance.

### Technologies:

- SAP Cloud Foundry
- SAP HANA Database
- SAP Gen AI Hub

✓ Bringing everything into a production-ready setup is a big benefit!

# Project Setup & Support

## Mentoring

- Dr. Tommi Kramer
- Patryk Preisner
- Prof. Dr. Armin Heinzl
- Customer Contact



### Providing contact to customer & access to their data

We will establish contact between you and the customer and we will keep being in the loop throughout the whole project.



### Infrastructure for collaboration & realization

sovanta will provide you access to tools and systems, either on sovanta or on the customer's side. You will have access to project management tools like Teams, Confluence, Jira (if needed).



### Coaching from business and system experts

We will guide you if you have questions about how to approach the customer and the problem, as well as if you have problems with tools and the realization.

# Prerequisites

## Must Have:

- ✓ Have fun while solving practical problems
- ✓ Knowledge about Generative Models
- ✓ Preprocessing and Data Summarizing Knowledge
- ✓ Python skills
- ✓ High level of proactivity

## Preferred:

- ✓ Knowledge about SAP cloud technologies
- ✓ Semantic Web technologies knowledge

### Participants

3 – 4 Students

### Language

German

### Duration

6 months / 1 semester

### Suitability

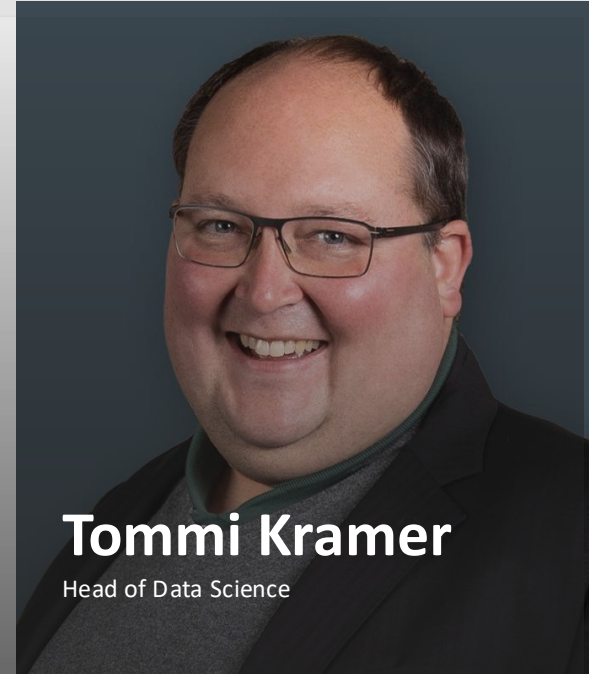
Wifo, MMDS very welcome

### Work Mode

Agile setup, interim presentations



# Contacts

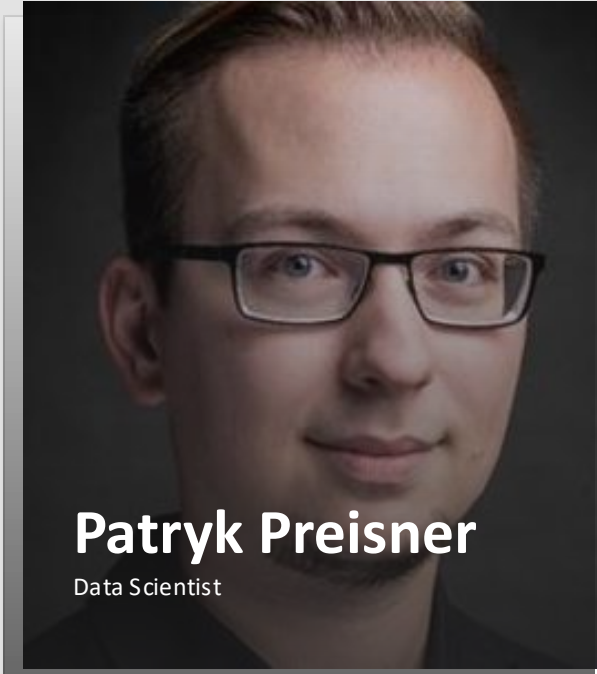


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# Thank you

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