



EINSTEIN DISCOVERY QUICK START

Our Einstein Discovery Quick Start Package enables you to make smarter decisions about your customer interactions. Together, we will define an AI use case, use Einstein AI to extract crucial patterns in your historical data and embed the predictions back into your CRM system.

TASKS	DESCRIPTION	TIME (DAYS)
✓ Use case identification	<ul style="list-style-type: none"> 2 workshops to identify a high value use case and align on the concepts and user stories 	3
✓ Dataset & Lens Development	<ul style="list-style-type: none"> Bring data into Einstein Analytics and prepare structure for modelling Data exploration and quality assessment 	5
✓ Modelling	<ul style="list-style-type: none"> Build initial model Modify first model based on feedback of business users 	4
✓ Deployment	<ul style="list-style-type: none"> Deploy the predictions into the relevant Salesforce record pages Build automation based on predictions 	2
✓ Training	<ul style="list-style-type: none"> Train inhouse resource on how to use and modify the model 	1
✓ Project Management	<p>Total time dedicated to all calls, emails, meetings and ongoing communication throughout entirety of project alongside project management activities such as:</p> <ul style="list-style-type: none"> - Requirement documentation - Sprint planning & reviews - Creating and maintaining the project plan - Weekly update reports - Showcases - Sprint cadences 	5
TOTAL DAYS		20

ASSUMPTIONS

- The aim of the Einstein Discovery Quick Start Package is to get an initial model working in production with a limited investment in mandays.
- In order to minimize the effort of data preparation, we will only use data coming from Salesforce. Integrations with external data sources are not included.