



User Guide | PUBLIC  
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# Using Intelligent Product Recommendations

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# 1 Introduction to Intelligent Product Recommendations

View and choose the best-suited products for your business requirements.

Intelligent Product Recommendations leverages the capabilities of machine learning to analyze your needs and recommend the best matching products.

## 2 AI-Assisted Requirements Processing

The Intelligent Product Recommendations app leverages Artificial Intelligence (AI) to understand, analyze, and interpret key words from textual inputs, transforming them into recommendations for the Needs section while also automatically selecting relevant needs for the user.

### → Remember

You need an active subscription to AI units.

One of the capabilities of Intelligent Product Recommendations is to analyze textual inputs that are entered into the *Requirements* field to understand what the user wants. This is achieved through the use of AI, where the system processes the inputs using existing ML data in the back-end. The system then generates the closest matches to the user's needs automatically selects those needs for the user and displays them as recommendations in the *Needs* section. By selecting the recommended values, the user can find the best recommended products based on the system's analysis of their requirements.

### ⚠ Caution

The AI models may provide suggestions, recommendations, or opinions, but these shouldn't be considered as professional advice. We always recommend consulting with a qualified professional before deciding based on the information provided by the AI.

# 3 Getting Product Recommendations

Use Intelligent Product Recommendations to help you decide the right product for your requirements.

## Procedure

1. Select a product category in the *Product Category* section.
2. Select the *Currency* from the dropdown in which you wish to view and compare the prices of recommendations.
3. If you want to use free text as input for extracting your product specifications, perform the following substeps.
  - a. In the *Requirements* text box, copy and paste any text that contains the specifications of your desired product.

### ⚠ Caution

Make sure to not enter any personal data in this field, as data anonymization is not supported in SAP Intelligent Product Recommendation.

- b. Choose *Extract Needs from Text*.

The application extracts the requirements from the pasted text, and fills up the corresponding fields in the *Needs* section.

4. If you want to manually provide the product specifications, then in the *Needs* section, enter the attributes that you want to base your desired products on.

### ℹ Note

If the value entered is not within the allowed minimum or maximum range, the form will not be submitted and an error will be displayed.

5. Choose *Show Products*. The *Matching Products* window displays the list of products matching the criteria.
6. To view price estimates for the displayed products in graphical dashboard, choose *View Price Analytics*.

The first section of the *Price Estimate* window presents various price estimates, such as gross price, net price, and Cost of Goods Sold (COGS), for each product in a graphical format. It also shows the recommended value for each product.

### ℹ Note

Only the price estimates configured in the Intelligent Product Selection Profiles (IPSP) will be displayed in this section. Refer to [Configuring SAP Intelligent Product Recommendation](#) for more information. The prices displayed are calculated based on the training dataset you provided.

The lower section of the window displays discount values (difference between Recommended Gross Price and Recommended Net Price) and margin values (difference between Recommended Net Price and Recommended COGS) based on different pricing options for the listed products.

7. Select the product of your choice from the list in the *Matching Products* screen
8. In the last section, choose *View Material Variants*.
9. Select the required material and choose *Accept*.
10. Choose *Discard and Return* to start over with a new set of criteria.

# 4 Creating Sales Quotation using Recommended Products

Provide your needs, and get product recommendations that match your requirements. Select the best fit product and create a sales quotation using it.

## Context

The app displays a list of compatible products based on the needs you provide. On the screen, you see the product category and its needs attributes on the left-side panel, in the middle of the screen you see a list of products that match with your requirements. Choosing a product in the list displays its technical configuration details on the right-side panel. In the list of matching products, the app displays products and their confidence scores. A confidence score is a measure that ranges from 0 to 1, and indicates how accurate and likely a machine learning model's output is to fulfill a user's request.

## Procedure

1. Launch the SAP CPQ application.
2. In the *Categories* section, choose ► *Manufacturing* ► *<device or service of your choice>* ►.
3. Choose *Configure*.

The system launches the Intelligent Product Recommendations application.

4. Select a product category in the *Product Category* section.
5. If you want to use free text as input for extracting your product specifications, perform the following substeps.
  - a. In the *Requirements* text box, copy and paste any text that contains the specifications of your desired product.

### ⚠ Caution

Make sure to not enter any personal data in this field, as data anonymization is not supported in SAP Intelligent Product Recommendation.

- b. Choose *Extract Hints from Text*.

The application extracts the requirements from the pasted text, and fills up the corresponding fields in the *Needs* section.

6. Choose *Show Products*.
7. Select the product of your choice from the list in the *Matching Products* screen.
8. In the last section, choose *View Material Variants*.

9. Select the required material and choose *Accept* to proceed with your selection to create a sales quotation.
10. If you want to manually provide inputs to derive matching products, then choose *Discard and Return* to go back to SAP CPQ.

# 5 Creating Budgetary Quotes in SAP Sales Cloud

Provide your needs, and get product recommendations that match your requirements. Select the best fit product and create a budgetary quote using it.

## Procedure

1. Select a product category in the *Product Category* section.
2. If you want to use free text as input for extracting your product specifications, perform the following substeps.
  - a. In the *Requirements* text box, copy and paste any text that contains the specifications of your desired product.

### ⚠ Caution

Make sure to not enter any personal data in this field, as data anonymization is not supported in SAP Intelligent Product Recommendation.

- b. Choose *Extract Hints from Text*.

The application extracts the requirements from the pasted text, and fills up the corresponding fields in the *Needs* section.

3. Choose *Show Products*.
4. Select the product of your choice from the list in the *Matching Products* screen.
5. In the last section, choose *View Material Variants*.
6. Select the required material and choose *Create Budgetary Quote*.

You can view the created budgetary quote in **► General ► Sales Order ►**.

### 📘 Note

Ensure that the net price displayed here matches the one shown in Intelligent Product Recommendations.

# 6 Adding Recommended Products to Opportunities in SAP Sales Cloud

Provide your needs, and get product recommendations that match your requirements. Select the best fit product and create a sales quotation using it.

## Procedure

1. Select a product category in the *Product Category* section.
2. If you want to use free text as input for extracting your product specifications, perform the following substeps.
  - a. In the *Requirements* text box, copy and paste any text that contains the specifications of your desired product.

### ⚠ Caution

Make sure to not enter any personal data in this field, as data anonymization is not supported in SAP Intelligent Product Recommendation.

- b. Choose *Extract Hints from Text*.

The application extracts the requirements from the pasted text, and fills up the corresponding fields in the *Needs* section.

3. Choose *Show Products*.
4. Select the product of your choice from the list in the *Matching Products* screen.
5. In the last section, choose *View Material Variants*.
6. Select the required material and choose *Add to Opportunity*.

You can view the product in **► General > Products ▾**.

### 📘 Note



Ensure that the net price displayed here matches the one shown in Intelligent Product Recommendations.

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