



You Can't Sell What You Don't Know

Some of the planet's most sophisticated salesforces have invested millions in CRM applications, yet they can't answer fundamental questions about their most valuable customer relationships—often complex, highly negotiated or frequently changing. Pop quiz ... do your account reps know:

- Which expiring customer contracts they need to focus on this quarter?
- Where are the immediate cross-sell and upsell opportunities based on white space?
- What is the current pricing structure with XYZ Customer to quote accurately?
- What discounts have already been approved to speed up deal cycles?

Probably not without devoting a lot of manpower and time to manually pull the right information together from a multitude of sources, only to have it quickly outdated. So your sales, finance and legal teams make uninformed critical decisions every day, leaving your business at risk of lost revenue, missed opportunities or big compliance headaches.

Pramata Customer Relationship Intelligence™ mines the valuable hidden data within your B2B customer contracts, then combines it with relevant data from your billing systems and CRM applications, to deliver a single, accurate information source that's incredibly useful to everyone who has a role in growing and maintaining strong customer relationships.

HOW IT WORKS: TRANSFORM DIVERSE DATA INTO EXCEPTIONAL CUSTOMER INSIGHTS

Customer data goes in. We collect a variety of key data and documents from the sources that define your customer relationships, including contracts, deal documentation and billing data, then organize that information into logical hierarchies.

Digitization happens. The key to gaining intelligence means transforming unstructured and diverse data into accurate, clean and timely digital information. Pramata's unique Digitization as a Service or DaaS process securely extracts critical contract data using proprietary technologies, processes and algorithms.

Normalization happens here, too, simplifying terminology from legalese into simple, meaningful English. It's an ongoing process where all intelligence is updated within 48 of the signing of new customer deals, so

your teams are always operating off of the freshest and most accurate information.

The "hub" keeps it centralized and secure. Pramata's Digital Intelligence Hub ensures your data remains consistent, accessible and highly secure. Our enterprise-class core infrastructure has been designed to serve the largest and most discerning companies in the world, with high availability and uptime, stringent service levels and ISAE 16 Type II security certification.

The built-in flexibility of the hub allows us to model a multitude of complex deal types, so regardless of your pricing complexity, product lists or deal structures, you'll have full visibility into essential information.

Consider the Digital Intelligence Hub your solutions "motherhip." It's the dynamic launching point for ...

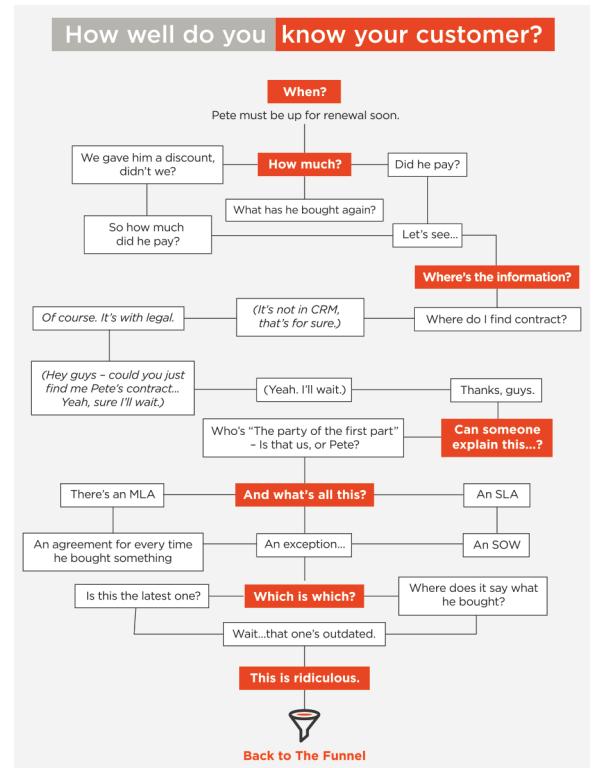
Uniquely configured transformation solutions that both bridge existing process gaps and build next generation relationships within and among your core business areas of Sales Effectiveness, Business Performance and Contracts Management.

One single, shared source of truth fuels every solution touchpoint—from customer on-boarding to managing renewals to ensuring regulatory compliance—revealing new insights for stronger customer interactions every day, including upcoming expirations, opportunities, overlapping agreements and much more.

You see everything in context. Delivering this intelligence means nothing if it's not within a meaningful context for each user. Pramata offers multiple user experience options so your users have the most useful view of this information.

ELEVATE SALES EFFECTIVENESS WITH SALESFORCE.COM INTEGRATION

In addition to empowering the sales team, Pramata empowers sales operations teams with data they need to effectively provide customer-specific pricing within the quoting



process, conduct white space analysis to drive sales strategy and execution and streamline or even eliminate deal approval steps through the clear identification of existing relationship commitments and trip wires.

Integrating this information into your Salesforce instance creates a true self-serve portal for your sales team and helps maximize your Salesforce investment quickly.

VALUE BEYOND SALES OPERATIONS

Sales effectiveness is a core competency for your company, but not the only one. The same single source of customer intelligence informs critical decisions in business performance and compliance.

That's why some of the most recognizable companies in telecom, pharma, enterprise software and manufacturing across the Fortune 2000 partner with Pramata to empower sales, finance and operational teams with vital information about their most complex and valuable customer relationships. ■

See for yourself. Contact Pramata today for a personal demo or read more at www.pramata.com.