



## Pramata Sales Effectiveness Solutions

Pramata Sales Effectiveness solutions digitize and intuitively present crucial customer information to help sales teams optimize relationship-building and foster growth.

### Data you can't find can't help you

Sales operations teams recognize that knowing a customer inside and out is the key to making the most of the relationship. Yet, despite that awareness—plus major investments in support systems—many teams still can't answer simple questions about their customers. Why? The answers are too complicated to find, and it takes too long to look.

The right solution could be nothing short of life-changing for dedicated sales and sales operations professionals. Think how prepared, informed and effective you could be if you—not just once, but always—knew:

- ▲ Which customers have renewals in the next quarter? In the next year?
- ▲ Do our quotes accurately reflect the currently contracted pricing and discounts?

- ▲ To what products and services does my customer have rights?
- ▲ Which discounts are in effect with this customer?
- ▲ Where do I have opportunities for additional product or service sales?
- ▲ Which customers have overlapping contracts?
- ▲ Do we have negotiated terms already in place to accelerate this upsell?

Too often, sales teams must choose between a rock and a hard place: flying blind when communicating with customers, or committing countless valuable hours—time and time again—to unearthing the information they need.

In dramatic contrast, the team empowered with comprehensive insight is poised to confidently communicate with customers in true, collaborative, value-driven partnerships—with information once deeply buried instead readily available to inform decision-making.

### A modern solution: Pramata Customer Relationship Intelligence™

Pramata is not a CRM platform or business intelligence tool. It's **customer relationship intelligence (CRI)**—innovative technology that bridges the information gap inside your current technology infrastructure. We deliver **consistent, simplified customer data** that aids everyone who plays a role in growing and maintaining strong customer relationships.

With Pramata CRI, you can **define** and **extract** essential information from complex contracts, **synthesize** it with data from your billing system, CRM and other sources, and **deliver** it on demand in meaningful, role-specific context.

Pramata's Sales Effectiveness solutions help sales operations teams quickly uncover the right customer data, delivering it in an easy-to-apply, actionable user experience. This arms your field sales professionals with the timely, accurate and complete information they need to work effectively and make an impact—all right inside your CRM.

**Transform diverse data into exceptional customer insights. Repeat.**

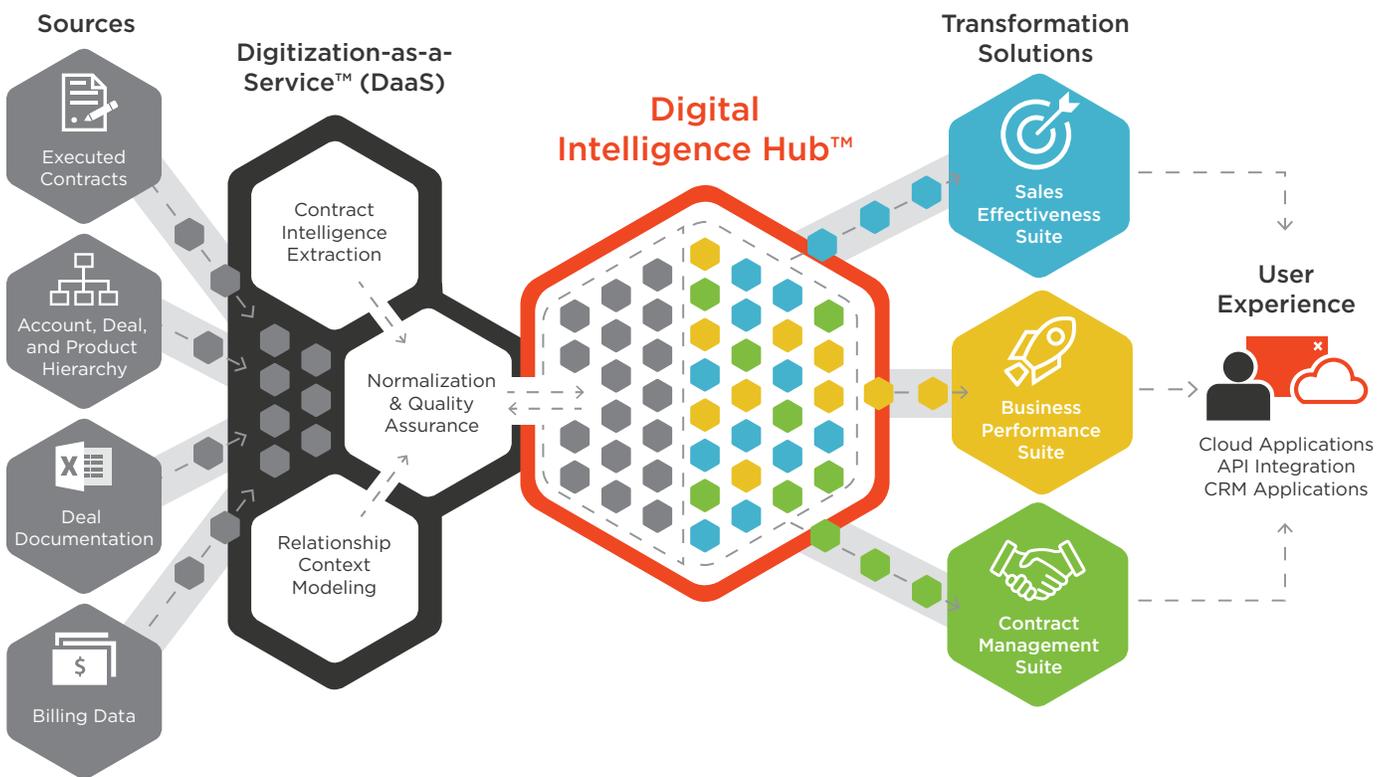
**Customer data goes in.** From multiple data sources, we collect the documents that define your customer relationships, and organize these into logical hierarchies in a central repository.

**Digitization happens.** The key to gaining intelligence means transforming unstructured and complex data into accurate, clean and timely digital information.

**The “hub” keeps it centralized and secure.** Pramata’s Digital Intelligence Hub™ ensures your data remains consistent, accessible and highly secure.

**Uniquely configured solutions transform key interaction points.** Bridge existing internal process gaps and build highly collaborative relationships within and among your core business areas of Sales Effectiveness, Business Performance and Contract Management.

**See everything in context.** Delivering this intelligence means nothing if it’s not within a meaningful, actionable context for each user.



**Digitization: The Pramata difference**

There are four essential steps to transforming relevant raw data into actionable customer insight. For example, suppose your company wanted to find where there were renewal or expiration opportunities in the next quarter. Here’s how Pramata does it:

1. **Identify needed data:** Determine the intelligence you need to identify the customers and products where you can increase prices, and quantify the amount of the potential increase.
2. **Contract intelligence extraction:** Extract all the critical data from your customer contracts, SOWs and amendments that relates to price change dynamics.
3. **Relationship context modeling:** Identify and synthesize the data you need from other business systems, such as billing and CRM to pinpoint the exact amount and dates associated with the potential price increase.
4. **Digital intelligence:** With this information, your teams can now identify and execute price increases across the customer base, significantly increasing revenue and profitability. We call this process and outcome “digitization,” and it’s at the heart of Pramata’s value proposition to all of our customers.

## Pramata Sales Effectiveness modules

### Customer Insight

Every day, sales people play detective—scouring calls, emails and outdated systems—to locate and decipher customer contracts. Our module automates the process, empowering sales pros with timely, relevant data and recovering time for productive customer interaction.

- ▲ Promptly access customer documentation and data in CRM account pages
- ▲ Easily and consistently assess the status of your customers
- ▲ Plan and execute targeted actions that promote relationship-building and real value

### Customer Specific Quoting

Configure price quote (CPQ) solutions are well and good for brand-new accounts, but often fall short for existing customers who already have a history of discounts, negotiations and product entitlements not represented in a standard price book. Our module helps you optimize pricing processes and create efficiencies while recognizing uniqueness across relationships.

- ▲ Generate quotes based on a customer-specific price book, reflecting current, accurate and in-effect pricing and discounts for each customer
- ▲ Ensure teams neither overcharge customers nor leave revenue on the table while accelerating both upsells and new deals

### Renewal Manager

Once you've won the business, managing renewals should be a breeze. Unfortunately, in most companies, understanding true renewal dates involves combing through years of agreements, amendments and new orders, risking the loss of already-earned revenue. Our module makes renewals easy.

- ▲ Enjoy ready access to consolidated, intuitively presented renewal information directly within your CRM
- ▲ Streamline planning for greater efficiency and to add value to customer relationships

### Deal Desk Manager

Why negotiate a new master when a clean one is already in place? This module brings efficiency to the deal desk, promoting the re-use of previously effective terms and streamlining contract generation.

- ▲ Automatically learn the availability of clean masters and recognize non-standard terms within in-effect contracts
- ▲ Engage the review focus of the deal desk only when truly warranted
- ▲ Accelerate the creation of new deals by assessing and reapplying language previously used across your contract portfolio

### White Space Analysis

Seasoned sales pros know it's far easier to sell into existing customers than win brand-new ones. While both are important, this module synthesizes data from contracts and billing systems to deliver clear visibility to past, present and future purchases.

- ▲ Understand what your customer has purchased, is purchasing and may also want to purchase
- ▲ Optimize revenue from every account while helping customers realize the greatest value from the full spectrum of your offering

With Pramata Sales Effectiveness solutions in place, sales and sales operations teams embrace an unparalleled opportunity to quickly, easily and accurately access, digest and apply critical details that fuel meaningful customer interactions.

### Sales effectiveness benefits

Increase active selling time by enabling sales team self-service access to essential customer data

Increase retention and renewal rates

Improve discounting and pricing discipline with customer-specific price books

Enhance account penetration and cross-sell and upsell capture

Accelerate deal cycles by leveraging previously effective contract terms

Improve efficiency and collaboration across sales and sales operations teams

## The cross-organizational value of CRI

Corporate leaders with an eye to true digital transformation see an investment in complete, current and accurate CRI as a huge step toward cross-departmental collaboration and significantly increased customer value. 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 not only Sales Effectiveness efforts, but Business Performance and Contract Management as well.

With all facets of your organization working from a single source of customer relationship truth, you have a concerted, enterprise effort toward your revenue goals, and zero excuses for leaving millions in quarterly revenue on the table.

## Customer Success Snapshot



### CenturyLink

**CenturyLink is a leading provider of cloud infrastructure and hosted IT solutions for enterprise customers, and of Internet, TV and voice communications for consumers. It's the third largest telecommunications company in the United States.**

#### The Challenge

On a mission to change the way it served enterprise customers, CenturyLink sought to transition from a traditional product emphasis to a true solution sale. The shift was handicapped by missing, incomplete or inaccurate customer information scattered across legacy systems and acquired businesses. Sales teams spent too much time searching for data and too little engaged with customers. This negatively impacted customer retention and impeded growth.

#### The Solution

CenturyLink recognized that comprehensive customer information held the key to successful solution sales. The company turned to Pramata to digitize data assets and deliver crucial customer detail to its sales teams. Pramata collected and analyzed more than 250,000 customer contracts, consolidating them into a comprehensive, up-to-date repository integrated with CenturyLink's Salesforce.com implementation for seamless incorporation into the daily workflows of more than 3,500 sales professionals. CenturyLink teams now leverage immediate access to contract expiration dates, products, credits, a family tree of associated amendments and exhibits, and billing information and have shifted their focus from the tedious data hunt to strategic, proactive customer engagement.

**“Pramata is helping us improve the retention of at-risk revenue by 4.5 percent, and increase active selling time for our sales team by 15 percent. That is an extraordinary return on a modest investment.”**

**Jim Rose**  
*VP, Sales Effectiveness*  
*CenturyLink*



**Know your customers with Pramata Customer Relationship Intelligence™.**

Pramata is the Customer Relationship Intelligence company. Our solutions empower sales, finance and operational teams from large B2B companies with essential information about their most complex and valuable customer relationships. We do this by transforming often hidden data from contracts, billing systems and other sources into a complete, accurate customer profile. Learn more at [www.pramata.com](http://www.pramata.com)

**Talk to us today!**

1.415.963.3544

[info@pramata.com](mailto:info@pramata.com)

[www.pramata.com](http://www.pramata.com)

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