

VENDAVO™ Sales Optimizer



Harness the power of AI to recommend the right products to the right customers

Business Challenges:

With an ever-increasing breadth of product categories, B2B sellers struggle to keep up with each customer's product needs. Identifying whitespace sales opportunities across a customer portfolio is a complex and time-consuming analytical task. Sales spends too much time on administrative tasks, like manual analyses of customer purchase patterns, which limits their actual selling time with customers. As a result, Sales teams frequently miss out on revenue opportunities because they simply aren't aware of what each customer should be buying from them instead of their competitors.

Introducing Vendavo Sales Optimizer:

Vendavo Sales Optimizer is a powerful, cloud-based commercial intelligence solution that enables B2B sales organizations to increase their effectiveness. Grow revenue with existing customers by leveraging Sales Optimizer's AI-based algorithms to identify high-probability cross-sell opportunities. Through its simple user-interface, Vendavo Sales Optimizer enables business analysts to build, train, validate, and benchmark their own AI models without the need for data scientists. Product recommendations are based on the purchase histories of the most similar customers. The Vendavo Sales Optimizer recommendations and supporting insights can be made available in virtually any CRM or quoting solution to guide Account Managers or Sales Reps and provide actionable opportunities.

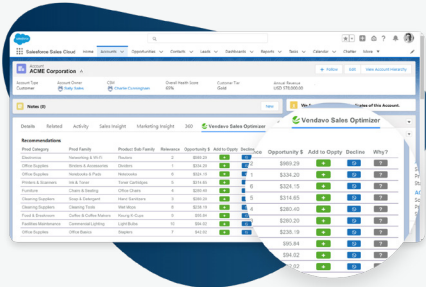
KEY CAPABILITIES

► For Sales & Account Management:

- **Customer-specific Recommendations** – The right products for each and every customer
- **Easy-to-Use Sales Guidance** – Onboard sales reps more quickly with high-probability and high-value opportunities, directly within their existing CRM and quoting solutions
- **Estimate Cross-sell opportunity value by account** – Intelligent whitespace analysis provides estimated opportunity values to prioritize selling actions and guide customer conversations

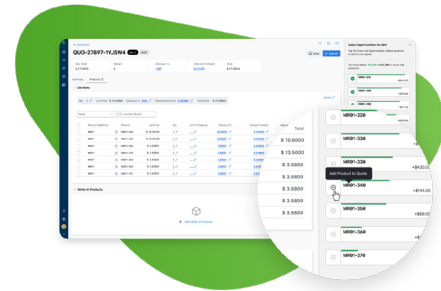
► For Operations, Pricing, and Product Management:

- **Self-serve, User-controlled AI** – Business analysts create, train, and validate AI-enabled models without the need for data scientists or expensive consulting.
- **Powerful and Accurate Data Science** – Sophisticated and proven algorithms identify similar-customer groups which are used to identify opportunities for cross-sell recommendations.
- **Prioritize Cross-sell Opportunities Across Products** – Identify and prioritize cross-sell or whitespace opportunities across the product portfolio based on probability and revenue potential.
- **Explainable AI** – Easy to understand validation of model quality and resulting recommendations, to ensure that provided outputs are meaningful and actionable.
- **Flexible Integration** – Simple and modern integration to your organization's CRM and quoting systems.

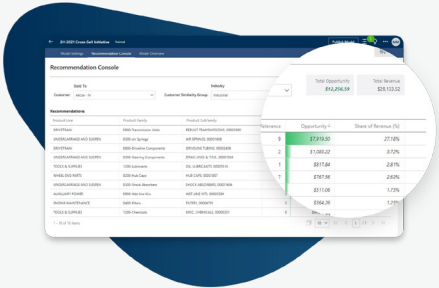


◀ Provides account-specific cross-sell opportunities directly to your CRM system

Provides intelligent product recommendations for quoting in your CPQ system



◀ Intuitive user interface for creating, validating, and managing powerful AI-driven recommender models



*The salesperson's view is configurable based on the CRM system's or CPQ's UI



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