



GROWING B2B REVENUE

Through DxContinuum predictive
analytics platform

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LEADER IN B2B SALES PREDICTIVE ANALYTICS



DxContinuum customers have grown revenue 25+%

EXAMPLE CUSTOMERS



HELPING CUSTOMERS SOLVE TOP OBJECTIVES AND CHALLENGES

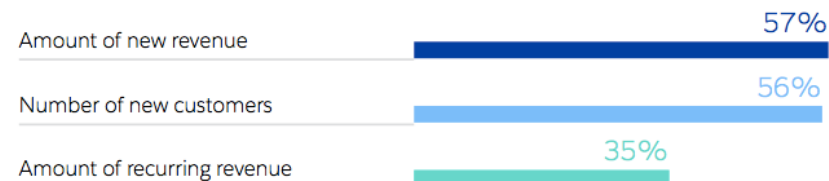
Top 3 Sales Objectives

Customer connections take priority. This suggests sales leaders view growing a base of loyal, connected customers – rather than “one and done” deals – as instrumental to sustained success.



Top 3 Sales Success Metrics

Growth matters most. Increasing revenue, powered by an expanding customer base, outranks margin optimization as a measure of success.



Top 3 Sales Challenges

Sophisticated customers pervade the market. Sales teams have long felt the pinch of heightened competition and price wars, but the rapid rise of customer sophistication brings new complications as teams strive to stay connected in real time.

58%

See increased market competition

55%

Find customers seeking the lowest price possible

47%

See customers' needs have grown more sophisticated

Source: Salesforce, State of Sales 2015,
Technology and Performance Insights from 2,300
Global Sales Leaders

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DxC SalesSuite™

INTRODUCING OUR COMPANY AND SOFTWARE



■ About DxContinuum

- High-growth venture startup
- Fortune 500 customers
- Name: 500x, continuous insights
- Cequel III Series A investment
- Located Fremont, CA
- Exec team from Oracle, HP, FICO, Informatica, Gartner, Tableau
- Founded 2012

■ About DxC SalesSuite™

- SaaS apps extend CRM clouds
- Powered by patented predictive analytics platform
- Transparent pricing: yearly \$99/sales rep/month; 50 reps min.
- Kickstart program (starting \$30k) to show ROI & usability within a quarter
- Direct and partner sales

ADOBE DRIVES B2B REVENUE GROWTH

“ With the DxContinuum lead scoring solution, we had a double digit increase in conversions with half the number of leads chased quarter over quarter. ”



Pawan Goyal
Senior Director and General Manager
Adobe TechComm

ADOBE CASE STUDY



Challenges



- Tens of thousands of leads each quarter
- Inside sales team had resources to follow up on only 20% of the incoming leads
- Rules-based approach ineffective to decide which leads to pursue

Approach with DxC SalesSuite™



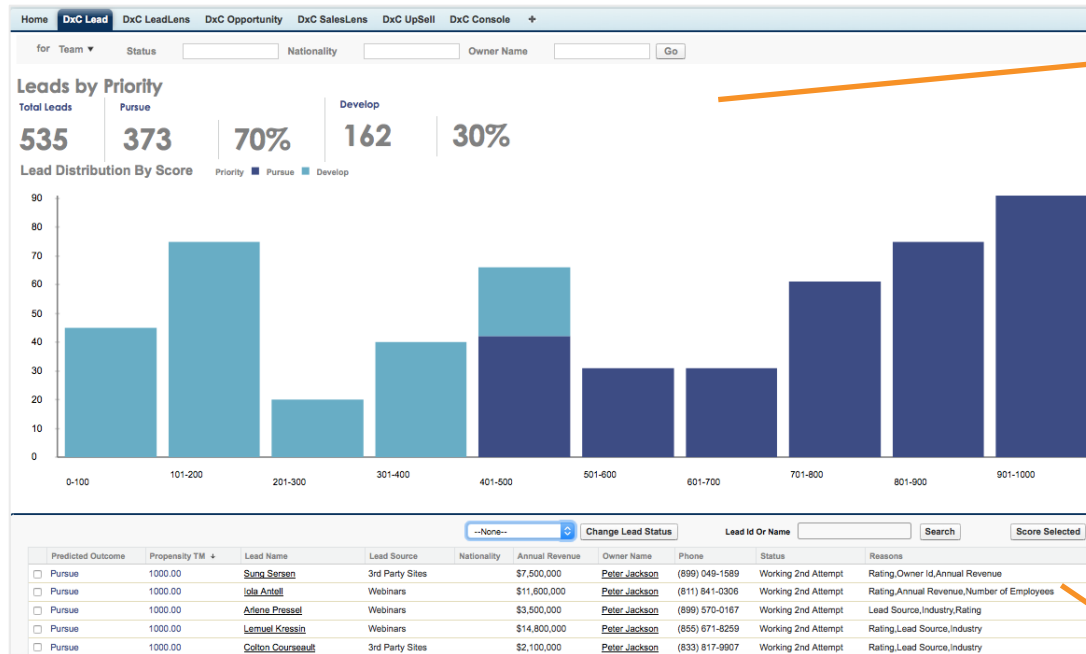
- Qualify the right leads for inside sales
- Assign the leads to the right reps
- Capture the best sales opportunities that would otherwise be lost or ignored
- Provide visibility into factors that predict the best leads

Outcomes



- Improved performance of inside sales team, without new headcount
- Doubled conversions while calling half the number of leads
- 25% increase in revenue
- 30% increase in wins

HOW ADOBE INCREASES CONVERSIONS



- Dashboards published as CRM tabs
- Custom dashboards for every sales person
- Can start small and expand as needed
- Granular details give a call to action for each sales person to best prioritize their time

No new tool to learn, no separate login, and no training required

DEMO

How Adobe uses DxC SalesSuite™ to grow B2B revenue



WHO BENEFITS FROM DXCONTINUUM



SALES

Increase sales velocity 25+% by prioritizing your best leads and opportunities, without sales process changes



MARKETING

Go beyond tracking first or last touch to attribute marketing activities to revenue



FINANCE

Quantify pipeline quality consistently across fiscal quarters, products, geos and sales teams



IT

Deploy quickly and securely for multiple data sources, without needing ETL or custom predictive modeling, and maintain with minimal overhead

HOW REVENUE ACCELERATES, TARGETS ARE MET



INSIDE SALES, ACCOUNT EXECUTIVES

Grow B2B revenue 25+%

- Increase average deal size
- Increase wallet share in existing customers
- Increase win rate
- Decrease sales cycle time

SALES LEADERSHIP, SALES OPS

Improve sales predictability

- Forecast 85+% of deals accurately
- Allocate resources to the right opportunities
- Reduce ramp time for new reps
- Optimally price deals

CHANNEL MANAGEMENT

Increase partner-based revenue

- Select the right partners for the right products
- Allocate partner marketing budgets appropriately

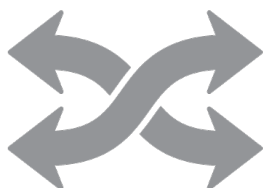
SERVICE TEAMS

Increase service coverage

- Programmatically add products and services to existing opportunities
- Improve average deal size through cross-sell and upsell

WHY WORLD-CLASS FORTUNE 500 COMPANIES SELECT DXCONTINUUM

Enterprise grade



Time to value

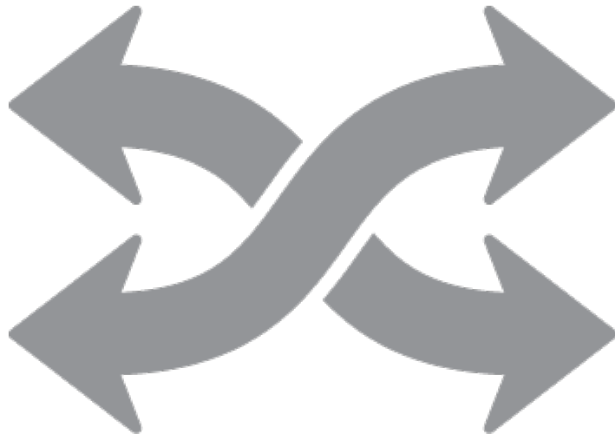


Ease of use



BUILT FOR DEMANDING CUSTOMERS

Enterprise grade



- Secure in public clouds (e.g., Amazon Web Services), or behind enterprise firewall
- Scales for organization-wide sales teams
- Handles terabyte-size data sets for model creation
- Built to common software standards to easily integrate in enterprise architectures
- Inherits roles and privileges as defined in the CRM system

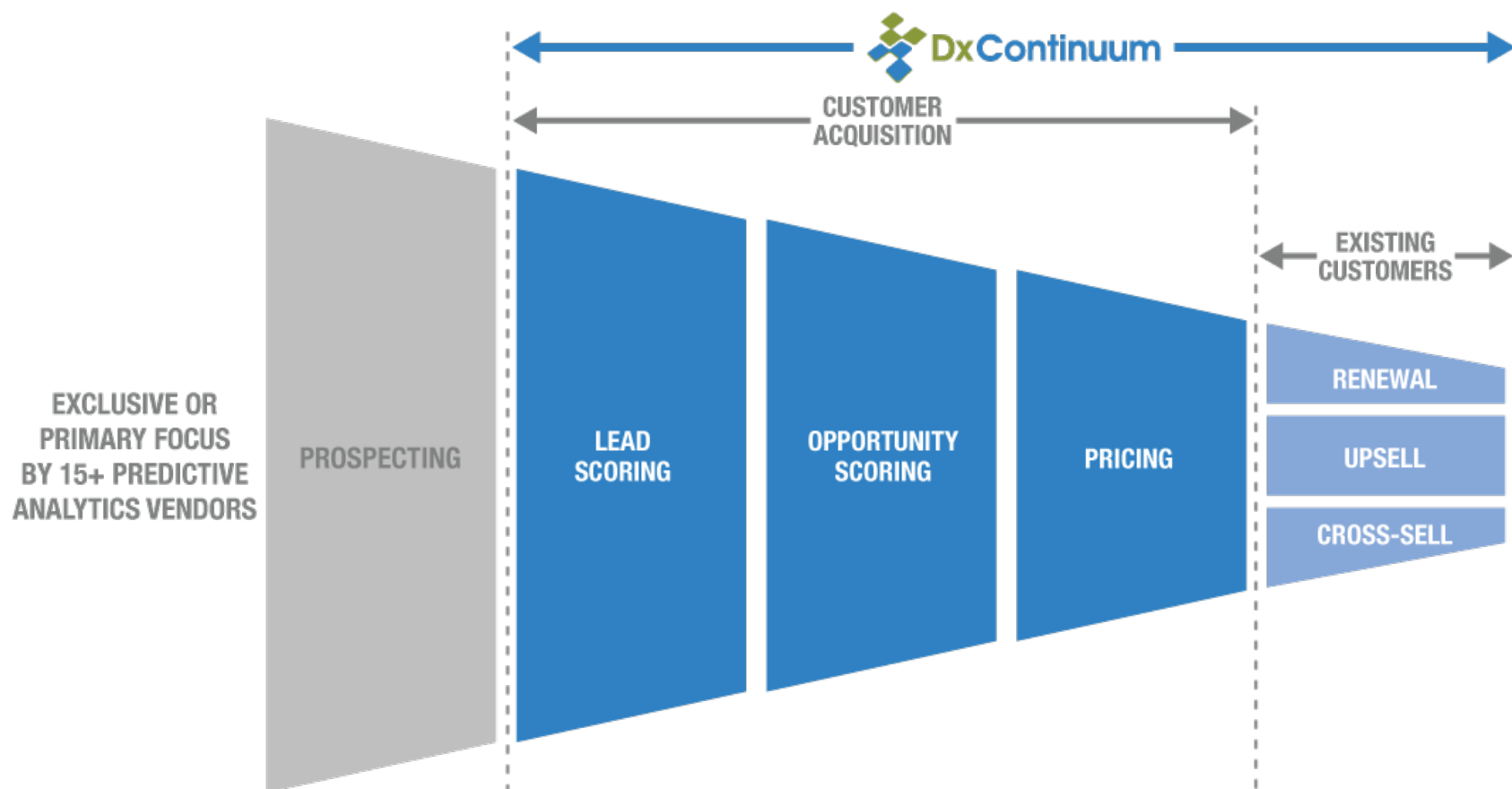
FAST TO DEPLOY AND DELIVER VALUE

Time to value



- “Out-of-the-box” software as a service (SaaS)
- End-to-end solution including high-quality predictive models delivered in days
- Multiple solutions to grow revenue
- Built-in light data quality & ETL (extract, transform, load) layer
- Models automatically retrain to maintain quality of prediction

MULTIPLE SOLUTIONS TO GROW REVENUE



Source: Adapted from Gartner, Todd Berkowitz, "Market Guide for SaaS-based Predictive Analytics Applications for B2B Sales and Marketing", 23 January 2015. Research note G00271490

NO TECHNICAL KNOWLEDGE REQUIRED

Ease of use



- Self-service: no need for data scientists, professional services or personnel training
- Integrated in your favorite customer relationship management (CRM)
- Compatible with popular business intelligence (BI) tools including CRM analytics and exports to Excel
- Automatically profiles sales processes from CRM fields including custom extensions
- Full transparency to model behavior – sales operations can adjust the model inputs so there's no mysterious “black box”

SIMPLE TO SET UP AND ADMINISTER

DxcConfig Edit CNO-0002 Help for this Page

DxcConfig Edit Save Save & New Cancel

Common

ConsumerKey		CsvRowsSplitLimit	10,000
ConsumerSecret		Current Financial Year	2016
CustomerType	trialcustomer	CustomerName	DxContinuum
Endpoint	http://provisioner.dxcontinuum.com/dxcontinuum/iphone/dxciphone.php	DxCUserid	Di0000000XwaXEAS
Fiscal Year Start Month	January	DxCPassword	XXXXXXXXXXXXXXXXXXXX
LoginURI	https://login.salesforce.com	IsPackaged	☐
QueryLimit	5,000	LogQuery	☒
S3Key	XXXXXXXXXXXXXXXXXXXX	UseSandbox	☒
SFDCUserid	kannan@dxcontinuum.com	S3Secret	demo07admin@dxcontinuum
SFDCSecurityToken	XXXXXXXXXXXXXXXXXXXX	SFDCPassword	XXXXXXXXXX

DxContinuumConfig Detail Edit Provision Backend Schedule Jobs Filter Defaults

DxC Opportunity Model Creation and Scoring

Data for Custom Reports Create App Score All

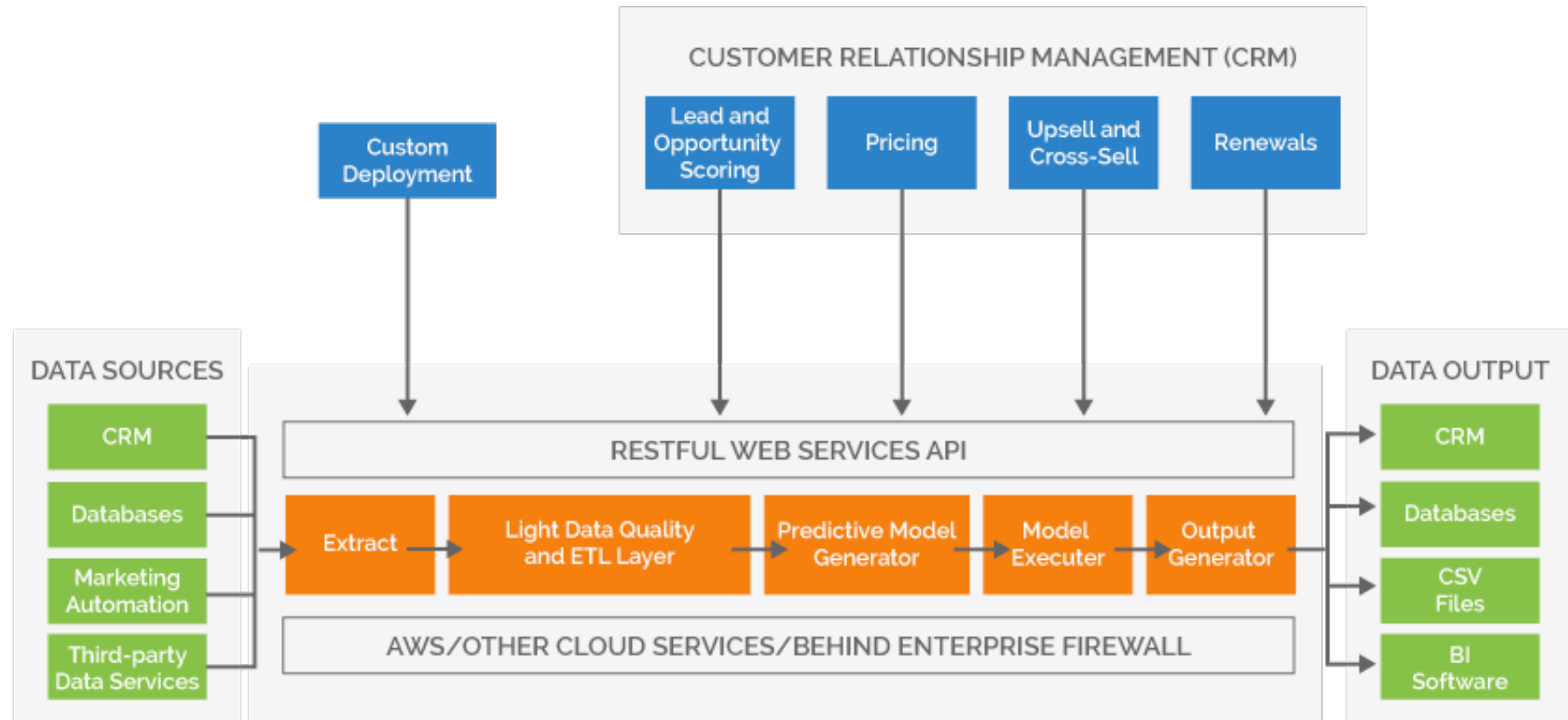
DxC Opportunity Data

Active Filter	(StageName = 'Plan' or StageName = 'Identify Need' or StageName = 'Decide Budget' or StageName = 'Scope Solution' or StageName = 'Negotiate') and createddate > 2015-03-01T00:00:00Z
Closed Filter	(StageName = 'Closed Won' or StageName = 'Closed Lost')
Desired Outcome Value	Closed Won
WonStage	Closed Won
Active Stages	Plan, Identify Need, Decide Budget, Scope Solution, Negotiate
StageField	StageName
ClosedLostStage	Closed Lost
Input Fields	Amount, LeadSource, StageName, Type, CreatedDate
UI Columns	StageName, LeadSource, OwnerId, CreatedDate, CloseDate
Outcome Field	StageName

- Easy to integrate with CRM through single end-point for DxC SalesSuite™ backend
- Can be on AWS or inside firewall – just make it accessible from your CRM
- One-click model creation and execution
- Easy to configure variables and conditions for model creation, execution

HOW WE DO ALL THIS: PRODUCT ARCHITECTURE

Grow revenue through multiple solutions for acquisition, expansion and retention, integrated in your CRM or purchase a custom deployment.



Powered by the DxContinuum patented predictive analytics platform.

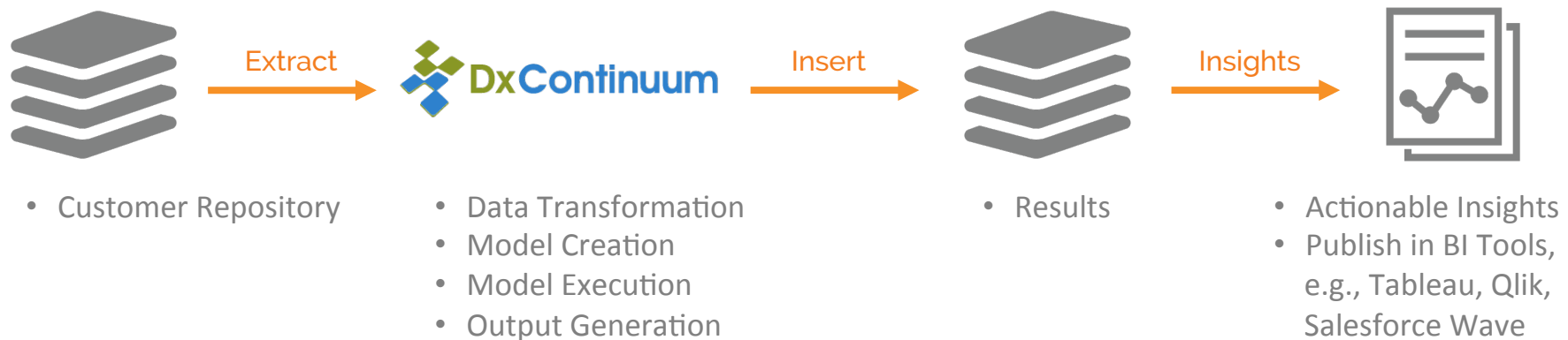
STANDARD AND CUSTOM DEPLOYMENTS



- Opportunity
- Account
- Opportunity Line Item
- Lead
- Lead History
- Opportunity History
- Others

- Data Transformation
- Model Creation
- Model Execution
- Output Generation

- Results and Actionable Insights



- Customer Repository

- Data Transformation
- Model Creation
- Model Execution
- Output Generation

- Results

- Actionable Insights
- Publish in BI Tools, e.g., Tableau, Qlik, Salesforce Wave

IMPACT



Before DxContinuum

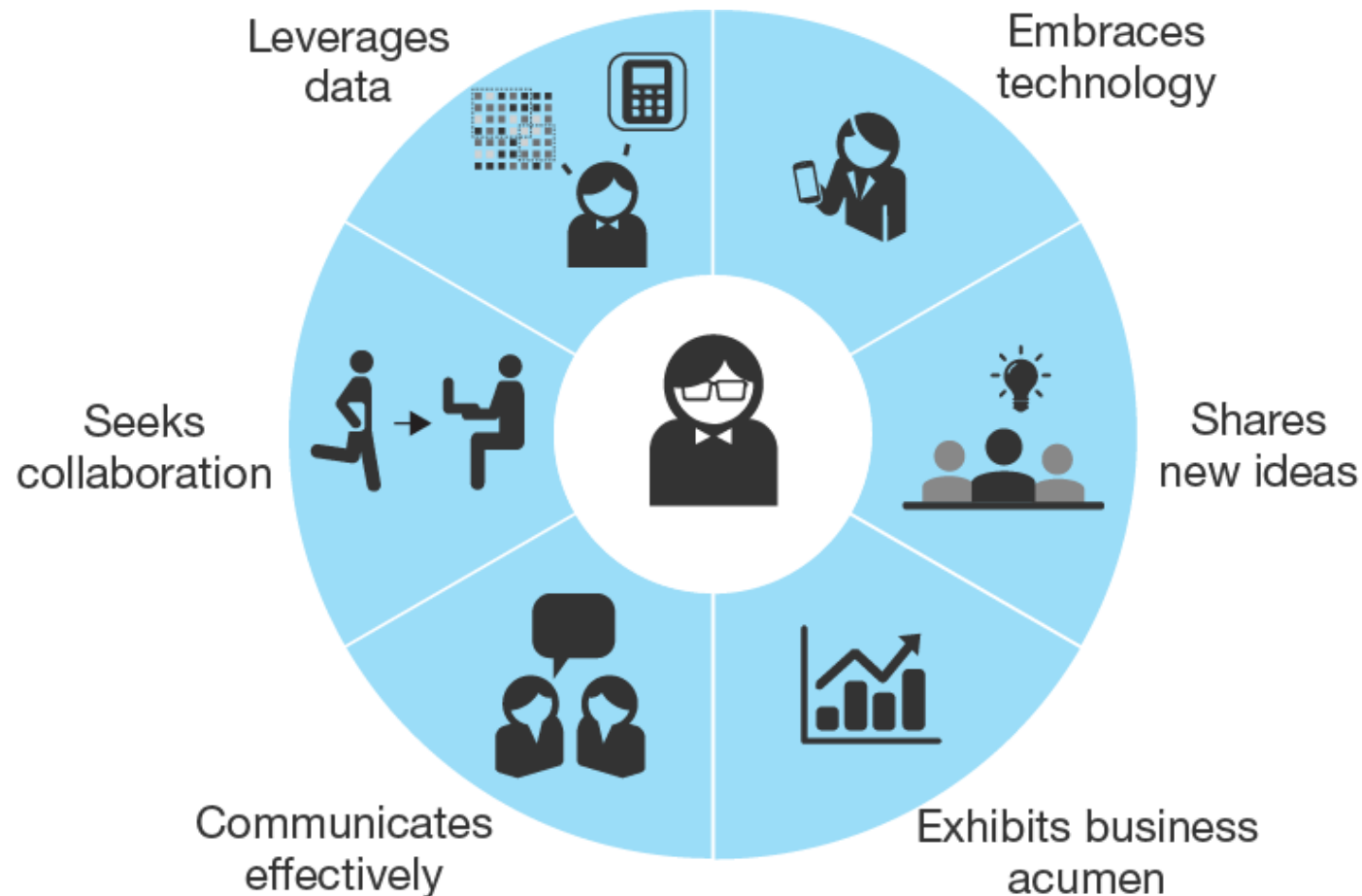
- Sales people spend 10+% of their time just prioritizing time⁽¹⁾
- Less than 50% of deals forecast correctly
- Forecasts judgment-driven with separate Excel sheets
- Sales reps dislike time spent on CRM entries
- Cross-sell and upsell an afterthought
- Tons of “predictive analytics” startups with point products, focused on marketing

With DxContinuum

- 25+% higher revenue through effective sales prioritization
- 85+% of deals forecasted accurately
- More consistent data-driven forecasting in your CRM
- Actionable insights give sales incentive to enter CRM data
- Programmatic cross-sell and upsell
- Enterprise-grade platform supporting multiple use cases, focused on sales

(1). Pace Productivity, Mark Ellwood, “How sales reps spend their time”, undated

BE THE SUCCESSFUL B2B SALESPERSON OF THE FUTURE OR RISK FALLING BEHIND



DxContinuum is a trusted partner to help you get there

DEMO



THANK YOU

DxContinuum, Inc.
Predict. Prioritize. Profit.



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