

Accelerate sales cycles and increase throughput by algorithmically mapping business challenges to KPIs and Microsoft Solutions

Questions sellers *ask themselves* during ROI discussions



- What are the prospect's challenges to overcome?
- Which specific business areas, capabilities & KPIs will they impact?
- What are the KPIs we need to measure & improve?
- By how much & when?



- Which solutions make the sense here?
- How can you demonstrate the impact quickly?
- What are the benefit cases – and when do we start realizing them?
- How does our solution stack up against the competition?

CapSales accelerates sales cycles by:

Accelerating Sale Cycles

- Faster cycle time to proposals and business case

Establishing early creditability with economic buyer

- Sector-specific KPIs and comparisons with others

Bring value to the discussion, from hour 1

- Predictive insight into peers / competitive insights / their partner network

Business-case-in-an-hour

- Fast simulations = value to delivery

Value-driven conversations by salesperson

- Lower costs and/or bottlenecks of value engineering resource in early stages

And, enable more 'at bats' / yield per salesperson through:

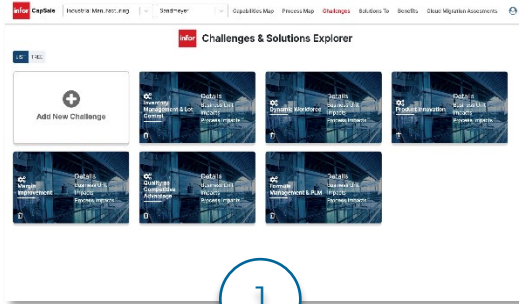
- Predictive insights for other clients & pursuits
- Become effective faster

Challenge Cards
Clarify key challenges, areas of impact & critical KPIs

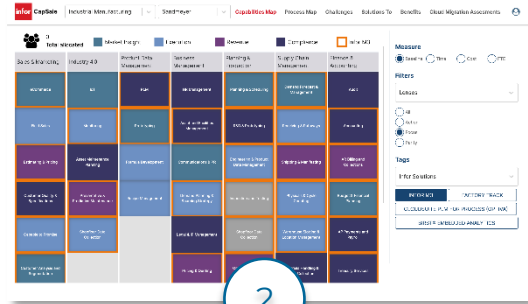
What Lights Up
Clarify solution impacts on business area, capabilities & KPIs

Capture and organize stakeholders' challenges

Map challenges and associated KPIs to business units



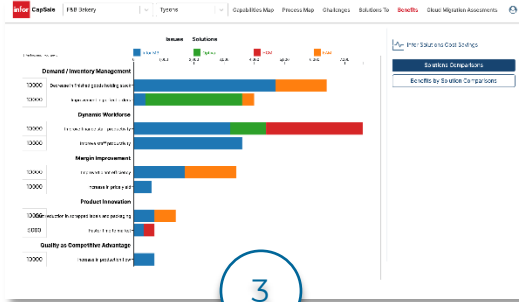
1



2

Quickly compare solution sets to meet challenges

Generate executive-ready insights-in-an-hour

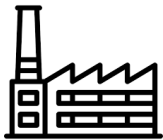


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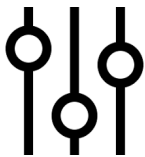
CapSales by the Numbers



200+
Unique Industries



60+
Widgets



500+
Industry KPIs



2500+
Unique Capabilities

Who Uses CapSales?

1 Sales Reps

Bring value-driven conversations earlier in the Process, without the need for a value engineer in early stages of the sales cycle

2 Presales Consultants

Interact real-time during discovery sessions and open up new opportunities to engage stakeholders in a tangible way before the demonstration.

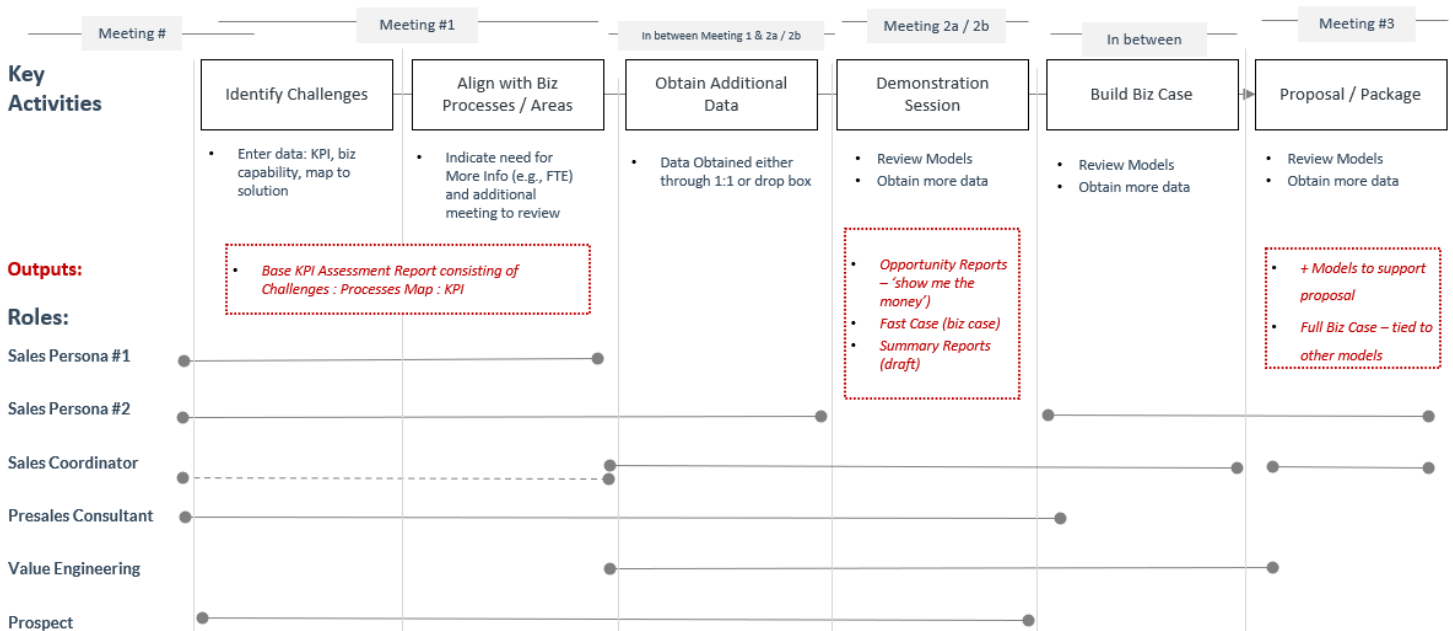
3 Value Engineering

Enrich and build upon the traditional business case while saving time with upfront engagements. This enables greater human attention to high priority and value targets and more automation to simpler sales cycles.

4 Management

Analyze the deltas of different product scenarios, gain consistency in the ROI analysis and track the most profitable solution mixes.

Map the Sales Cycle with CapSales



CapSales Benefits in an Hour

- Quickly map business challenges to required capabilities and generate ROI cases in hours instead of days
- Stakeholder Insights: Compare the ROI of different solution mixes for each department's requirements real-time
- Crisp, boardroom-ready reports to drive concrete TCO presentations
- Rich widget library and ad hoc visualizations
- Standard APIs

Total Annual Spend

\$3.6B

Total Addressable Spend

\$3.1B

84%

% Addressable Spend - Breakdown

Name	Spend Breakdown	\$ Spend (millions)	\$ Addressable Spend (millions)
1. Sales & Marketing	<div style="width: 10%; background-color: #4a69bd;"></div>	\$278,132	\$204,388
2. Customer Service	<div style="width: 15%; background-color: #4a69bd;"></div>	\$467,890	\$393,890
3. Technology	<div style="width: 25%; background-color: #4a69bd;"></div>	\$719,947	\$632,447
4. Business Management	<div style="width: 15%; background-color: #4a69bd;"></div>	\$463,500	\$463,500
5. Finance & Accounting	<div style="width: 10%; background-color: #4a69bd;"></div>	\$447,755	\$447,708
6. Warehouse & Inventory	<div style="width: 15%; background-color: #4a69bd;"></div>	\$586,667	\$431,667
7. Operations	<div style="width: 10%; background-color: #4a69bd;"></div>	\$691,501	\$533,001

70% addressable spend coming from 4 departments and 5 capabilities out of 37

Value to Realize

Total Addressable Spend by 5 Capabilities

\$1.1B

32%

Departments

- Sales & Marketing
- Customer Service
- Technology
- Business Management
- Finance & Accounting
- Warehouse & Inventory
- Operations

Top 10 KPIs to drive greatest economic benefit

KPI	Dept	Benefit Type
1. Inventory Turn	Warehouse & Inventory	Revenue
2. % IT Spend on New Initiatives	Technology	Productivity
3. % Spend on Business Applications	Technology	Productivity
4. Downtime reduction	Operations	Cost Avoidance
5. Customer Acquisition % Net New	Customer Service	Revenue
6. % IT Spend on Outsourcing	Technology	Cost Avoidance
7. Billing Accuracy	F&A	Cost Avoidance
8. Customer Self Service % change YoY	Customer Service	Cost Avoidance
9. IT Management	Technology	Productivity
10. Network and Data Operations	Technology	Cost Avoidance

10 Capabilities to Move the Needle

Value Drive Tree

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