



One Hundred Percent

Measure What Matters

AI Powered Data Driven Insights for Value Creation

Our Partners

- **Management Consulting:** Offer your clients a new data driven solution that delivers value immediately
- **Private Equity:** Improve due diligence, post deal integration and BI reporting
- **B2B Enterprises:** Derive unique revenue ops insights to identify points of friction
- **Restructuring Firms:** Use data to understand and evaluate the sales and marketing function

Data Cleaning and Standardization

Powerful AI engine that cleans large amounts of multi-layered data

- Remove duplication
- Fill-in missing data
- Standardize inconsistent data
- Break down sales process steps & measure CRM compliance

Real Time Analysis

Real-time, instant analyses across multiple growth categories

- New/existing customers
- Segmentation & SAM
- Sales Team Performance
- Sales & Marketing Alignment
- Dynamic & interactive dashboards for data visualization or export

Propensity Models

AI & ML capability predicts success for each step of the sales process

- Assigns quality score for each deal (lowest, low, mid, high, highest)
- Analyzes time spent by GTM team across different deal quality attributes to refocus seller time and effort
- Prediction models are tuned to each client's data, even with limited # of records

Discover the Cien Advantage

Fast: 1 Click sync, Analysis done in less than a week

Easy: Fully managed process, No software to roll out / learn

Secure: PII masked, SOC2 compliant, GDPR compliant, AppExchange approved

Trustable: Data clean in 1 day, Benchmarked Before & After, Transparent AI

More information: www.cien.ai