

GTM Suite

How Cien.ai runs a successful POV for **B2B Enterprises**

2024



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Cien.ai Value Proposition



We help you analyze and transform B2B Go-To-Market teams faster, deeper, and more cost-efficient than ever before

What GTM Suite Does

We automatically standardize, enhance and organize CRM data, so that it can be used in the most sophisticated and reliable Al-powered apps & analytics.



GTM Suite Benefits

- Provides significantly lower cost than current analysis process
- Solves the shortage of skilled Data Scientists w/ RevOps
- Delivers measurable,
 actionable and monitorable
 results, within days

POV Process



A simple & fully managed process with a 3-5 hour commitment for the Point of Contact



1. Prep Ensure Success

- NDA
- Order Form
- PoC Point of Contact(s)
- Cien.ai Security Overview



2. ConnectSync Securly

- 1-click Sync Connection
- Automatic Data Cleaning & Enhancement
- Data Calibration Worksheet
 & Sales Team Roster
- Provisioning of PBI Dashboards



3. Evaluate Insights Delivered

- Dashboards Available
- API Data Available
- Heatmap Analysis
- Heatmap Findings Doc

Deliverables



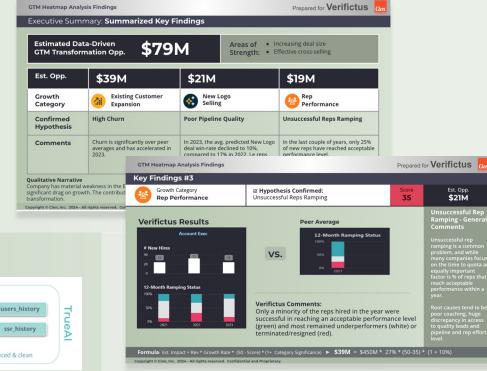
GTM Suite

Cien.ai's TrueAl GTM Suite - 5 Power Bi reports (ADE, Strategic, Tactical, Management, Utility) with growth metrics across 5 categories.



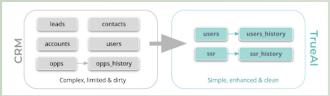
Heatmap Findings

A comprehensive process that confirms or disproves a set of common growth friction hypotheses. The confirmed hypotheses are then quantified to arrive at a total \$ opportunity that could be realized by addressing them.



API

Provides access to the underlying data from Cien's TrueAl platform, built to enable sales and marketing technology applications and analytics in completely new ways.



Heatmap Process



Confirm or Disprove Problem Hypotheses

segmentation.

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The unique Heatmap process allows you to quickly either confirm or disprove a set of common hypotheses quantitatively, using very granular data and selection criteria.

1. Hypothesis Definition 2. Confirm or Disprove Hypothesis 3. Insights & Transformation A set of common growth friction Each hypothesis section provides Suggestions on how to dig in deeper are points are defined. provided along with transformation ideas to examples of confirmed hypothesis vs. disproved, using the specified realize the missed growth opportunity. GTM Suite dashboards. Rep Performance Hypothesis 1: Poorly Structured Sales Organization Hypothesis 1: Poorly Structured Sales Organization Common Issues: No clear differentiation between Hypothesis 1: Poorly Structured Sales Organization "farmers", resulting in an overemphasis on existing the expense of New Logo sales. rerequisites Further Research & Insights Transformation Ideas ☑ Hypothesis Confirmed ☐ Hypothesis Disproved Navigation to Data-Driven Insights: ibration that mans the Look at the quality of leads sent to Weekly monitoring of time spent es to the standardized the prospecting team (Strategy -> prospecting. Avg. Rep Productivity by Selected User Roles Avg. Rep Productivity by Selected User Role es and explicitly identifies Sales & Marketing Alignment). role (e.g. Account Employ an SDR team to work top of 2022 2022 vs. the farmer role (e.g., Review the number of leads being the funnel and hand off deals lanager). touched in a period (Strategy -> Account Executive User Role · Change the comp plan to further Performance). incentivize New Logo deals. \$0.5M \$2.0M \$3.10M \$0.0M \$0.0M ■ New Logo Selling ■ Upselling Notice that while the AE "hunters" are more productive, less than Here AEs are mostly selling new logos, which tends to be harder, 10% of their deals are new logos defeating the established role and explains why they have lower overall productivity.

POV Next Steps

- 1. Prep NDA, Order Form, Point-of-Contact, Client Selection
- 2. Connect CRM Access, Roster & Calibration Sheet, Al Processing, Dashboards
- 3. Evaluate Data Analysis, Compile Deliverables, Stakeholders Review Sessions