



- Highlights -

# The Value of Cien's model for Management Consulting

**AI-Driven Diagnostics. Faster Insights. Deeper Client Impact.**

## Value Creation Opportunities

### Value to Your Firm

Cien enhances your firm's ability to deliver high-margin, high-impact engagements with insights in days—not months—while maintaining full control over client-facing deliverables and monetization strategies. The result: a powerful new revenue stream and a significantly elevated value proposition for your firm.

- Accelerate strategic insight delivery, reduce internal resource effort and costs, and open the door for future client engagements.
- Externally, White-label the platform as part of your Commercial Excellence, Customer Growth Practice, or Due Diligence workstreams—delivering high-margin, data-backed engagements at scale. You maintain full control over how insights are packaged and monetized, resulting in a differentiated offering and a powerful recurring revenue opportunity.
- Internally, Leverage Cien to benchmark and improve your own CRM / GTM / Sales effectiveness, exposing hidden opportunities for efficiency and revenue growth.

## Value Creation Opportunities

### Value to Your Client

**Deliver unprecedented visibility** into your client's entire sales and GTM cycle—far beyond what traditional reporting tools offer. Cien's GTM Suite uses advanced AI to enhance CRM data as a foundation for its sophisticated analysis —uncovering hidden patterns, revealing friction points, performance gaps, and revenue opportunities that were previously invisible. These actionable insights enable smarter, faster decisions that drive growth and higher productivity across a client's GTM commercial operations - **fast**.

- Use Cien to assess your client's GTM effectiveness, benchmark across engagements, and accelerate insight delivery from months to days.
- Drive follow-on engagements for actioning insights and recommendations
- Ideal for B2B organizations with 20+ sales reps and at least one year of history.
- Regardless of industry, Cien is a transformative platform for elevating your client's revenue strategy, execution and realization.

# Cien as a Revenue Generator - Management Consulting Model

**Global Management Consulting** firms can leverage Cien to create a compelling new service offering & revenue stream in Client Consulting, Growth or Advisory Practices

## Management Consulting - Growth Practice Model

- White-label and embed Cien's platform at the start of client engagements.
- Dramatically improve data quality - building a trusted foundation for accurate analysis.
- Discover the client's hidden GTM, CRM, and Sales execution friction and opportunities.
- Accelerate impact and unlock new revenue streams and follow-on client engagements.
- You retain control over what's revealed to your clients and how the analysis is monetized<sup>4</sup>
- Differentiate and elevate your firm's value proposition.

*Cien empowers you and your clients to launch initiatives  
to drive cost-effective growth - all within days - not months.*

# Cien as a Revenue Generator - Management Consulting Model

## The Cien Model for Management Consulting includes:

- Five (5) subs to run multiple parallel engagements - with clients or internal customers
- Access to the Power BI code for customization
- Access to high quality, AI-ready data for native access, or use Cien's query tool for specific analysis
- Data push to your Snowflake or Databricks - or other - environment
- Opportunity to host the platform (your data and/or your client's data) in your own Azure cloud *(raw data, data warehouse, and Power BI)*

# Cien as a Revenue Generator - **Management Consulting Model**

**Management Consulting clients** can also leverage Cien to evaluate their own B2B GTM Motion as well as create

## **Leverage the Management Consulting Model for Internal GTM evaluation**

Applied internally to assess and elevate a firm's own CRM effectiveness and GTM productivity, Cien enhances the outcomes of your own team's efforts around growth and revenue opportunities.

- One-click connect to Salesforce/CRM (and other leading CRMs), driving enhanced data quality
- Cien analyzes your high quality, AI-ready data to identify inefficiencies and high-impact friction indicating opportunities in pipeline quality, rep effectiveness, sales performance, and more.
- Cien delivers sophisticated analysis with an actionable Executive Summary of insights
- Detailed analysis and reporting is available for Operators to drive impact and change - *Fast*.

# The New GIGO

GARBAGE IN



GOLD OUT