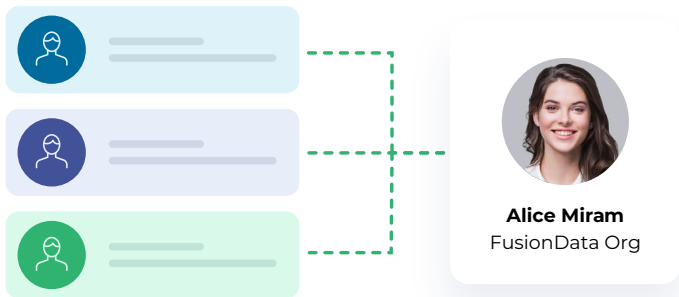


LeanData Revenue Orchestration

Replace brittle assignment rules, custom code, and manual processes

The LeanData Revenue Orchestration platform empowers your team to build, monitor and optimize custom routing flows for leads and contacts. Custom pricing will be provided by a LeanData representative, based on your current priorities or challenges. Services are sold separately so that your implementation can meet your specific needs and deliver a return on your investment even sooner.

What's Included

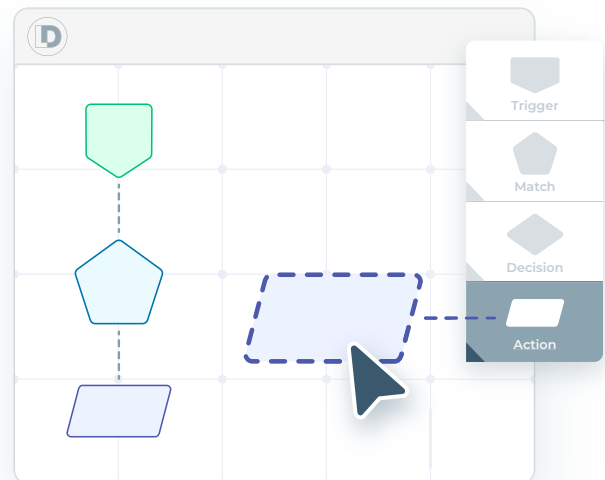


MATCHING

- Match Leads to Accounts, Opportunities, or similar Leads
- Match Contacts to Accounts, Opportunities, or similar Contacts

ROUTING

- FlowBuilder for Lead and Contact routing
- Route leads by Round Robin taking into account working hours and time off
- Flexible lead assignment using custom criteria
- Notify users via email, track and enforce SLAs
- Identify and merge duplicate leads and contacts, improving assignment accuracy, or providing additional context to users



```

Lead nLead = new Lead();
nLead.firstname = this.firstName;
nLead.lastname = this.lastName;
nLead.email = this.email;
nLead.phone = this.phone;
nLead.address1 = this.address1;
nLead.address2 = this.address2;
nLead.city = this.city;
nLead.state = this.state;
nLead.postalcode = this.postalcode;

```

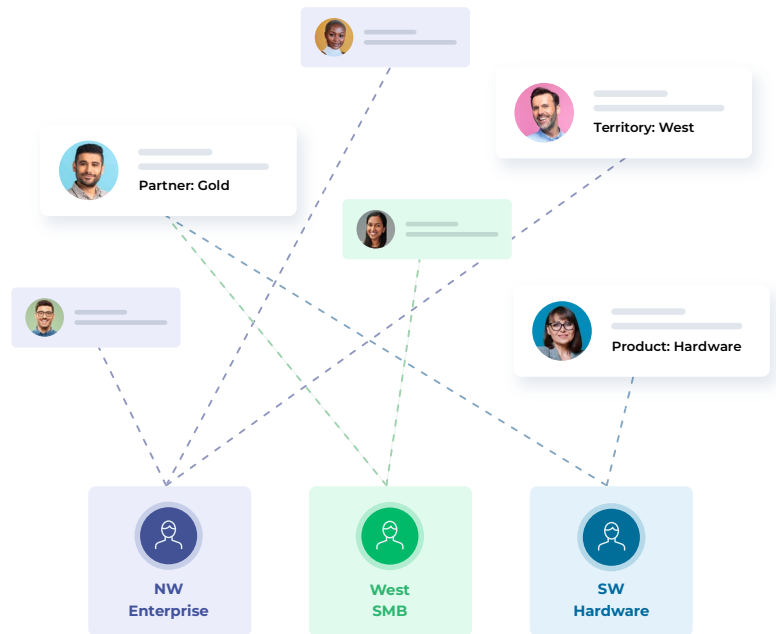


REPORTING







- Routing insights and audit logs to understand how and why records are matched or routed, or when new automated processes were deployed

AVAILABLE ADD-ONS

- Enable business units - whether a region, product line, or team defined by other criteria - to separate and manage their own private orchestration



Common Use Cases

 <p>Improve Lead Assignment Accuracy</p>	 <p>Replace Custom Code and Manual Process</p>	 <p>Improve the Inbound Buyer Experience</p>
 <p>Optimize for Speed-to-Lead</p>	 <p>Execute Account-Based Motions</p>	 <p>Minimize the Impact of Duplicate Records</p>

Platform Features

FEATURES	INCLUDED
Objects	
Leads	✓
Contacts	✓
Matching	
Match Leads to Accounts and Duplicates (Exact & Fuzzy)	✓
Match Contacts to Other Records	✓
Routing	
Visual Flowbuilder (No-code Automation)	✓
By Account Data	✓
By Round Robin and Duplicate Record Data	✓
By Custom Variables	✓
By Related Objects	✓
By Service Level Agreement (SLAs with Tracking)	✓
Update Related Objects	✓
Alerts & Reports	
Alert Admins, Email Users	✓
Audit, Troubleshoot, and Optimize	✓
Track and Enforce SLAs	✓
Data Management	
Merge Duplicates	✓
Convert Leads to Contacts	✓
Paid Add-Ons	
Multi-Graph	✓