QYMATIX

Maximise B2B Customer Lifetime Value with Predictive Sales

We are the autopilot of B2B sales.

Our Predictive Sales Software provides automated cross-sell, churn and price recommendations for sales reps.

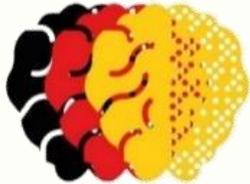This enables companies in manufacturing and wholesale to maximize their customer lifetime value.

Companies that trust us:

VOITH

KAMAN

KÄRCHER

SKF

PFISTERER

BASF
We create chemistry

DB

Edenred

UTA

Roland Berger

orange™

QYMATIX

"*Qymatix Software makes customer attrition risks and untapped sales opportunities over hundreds of customers and thousands of products easily accessible.*"

General Manager

DACH Market Leader in Manufacturing

Qymatix Proprietary AI technology

QYMATIX

ERP-Data

CRM-Data

External Data

Qymatix Software & AI Technology

Assessment

Real-time Recommendations

API

CRM / ERP
Web-shop
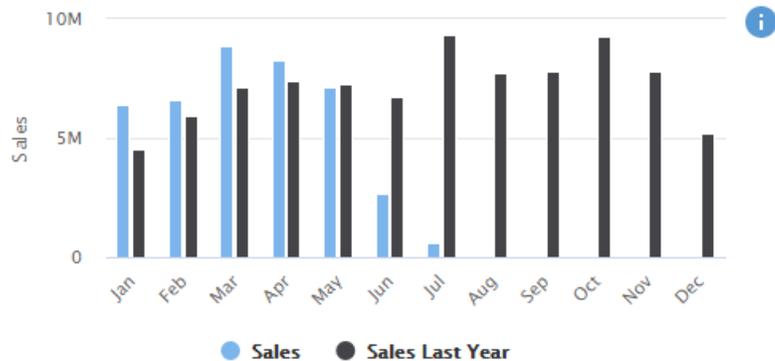e-mail
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QYMATIX

Klaus Vendemas
Distribution Inc.

- 📈 **Insights**
- 🏛 Accounts
- ⚙ Settings
- ❓ Help

← 📈 Insights: Where can we improve our pricing strategy?

ℹ️

18
Negative Pricing Behaviour

52
Normal

230
Positive

2 478 721.74 €
Impact

Margin (% Max)

100

75

50 — AT&T

25 — Walmart — Exxon Mobil — Apple / CVS Health / Verizon Communications / Berkshire Hathaway
Boeing — Amazon.com

0

HP

Bad — Normal Pricing — Good
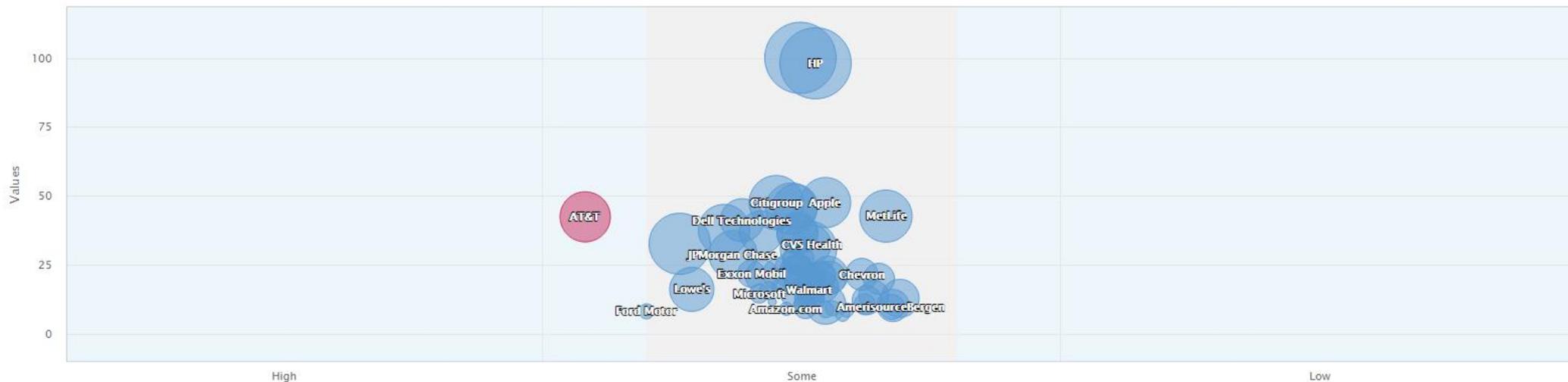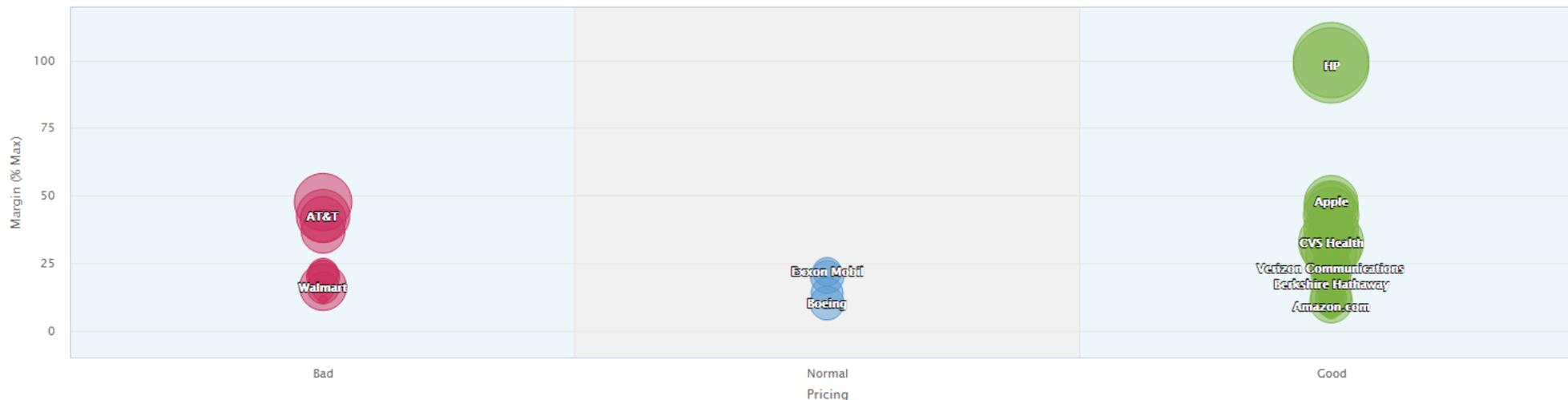
Sorted By: Negative Pricing Behaviour - Top 100

Search

Type Customer Name

Walmart	#	HOFA
-		

UnitedHealth Group	#	THAL
-		

Order Customers Based On overall Pricing

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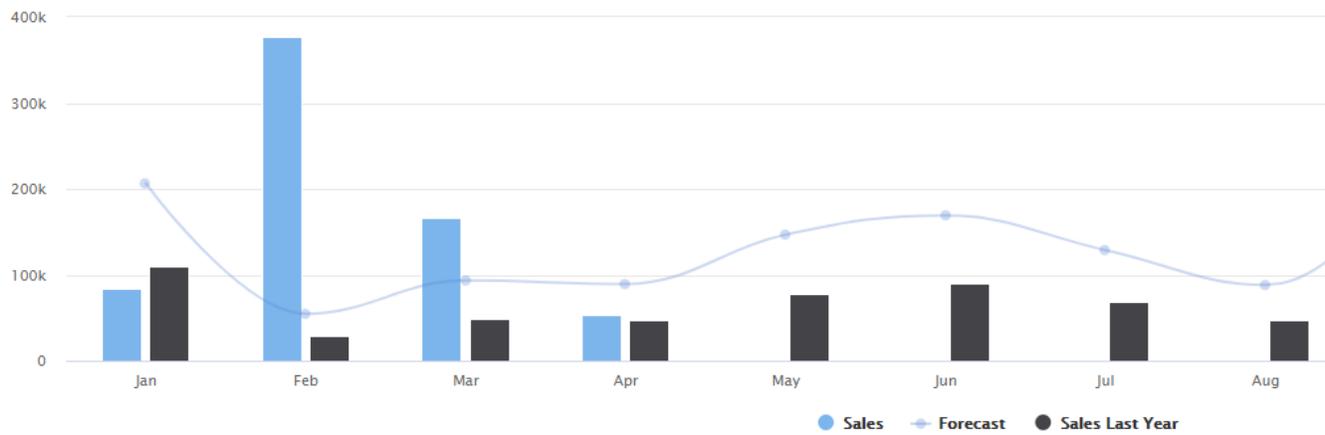
Increasing CLV in Wholesale & Industrial Distribution

Reducing churn-rate in subscription-based Services

Increasing cross-selling rates in Components Manufacturing

Estimating & forecasting **growth sales potential** in components industry

Customer Success Story

The Customer

DACH Market leader in **manufacturing and distribution** of drainage technology.

€35 Mio   **Revenues**
1.200   **Customers**
4.000   **Products**
20.000   **Transactions / Year**

The Challenge

Increase cross-selling, reduce customer churn and adjust prices dynamically in a very conservative distribution channel.

60 % reduction in "surprised" churn

ROI in 90 Days, thanks to improved cross-selling

Improved pricing and simplified discounting

QYMATIX
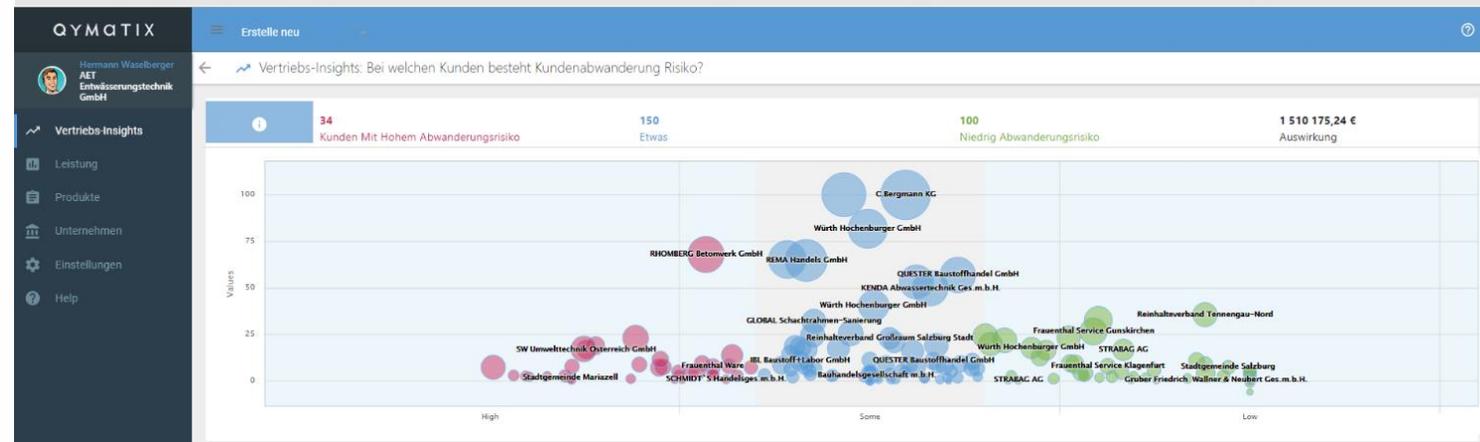
The Customer

European Leader of Mobility **Services**

€ 52 Mio. Operative Income
50.000   Customers (EU)
350   Services
200 Mio. Transactions / Year
150   Key Account Managers

The Challenge

Reduce voluntary, "hard" and "soft "customer attrition of subscriptions.

Light Fleet DEU-Kunde (Kundennr: 108474) DEU_FI

| Übersicht | Stamm | ADR | ASP | Bedarf | Tasks | Bericht | Korr | Produkte | Kart

Offene ToDo

Termin	Betreff	Mitarbeiter
05.12.2019	Attrition Alarm für Kunde 108474 (Te:	
28.06.2019	Umsatzsteuer ID überprüfen.	
28.06.2019	Umsatzsteuer ID überprüfen.	
	Neukunde im Rechnungswesen erf: REWE	
	Sicherheiten für Neukunden überprü FINANZ	

API-Based Solution

90% Accuracy - **4 months** in advance

Expected Benefits of **2,5 to 4,5 € Mio.** In 3 Years

Customer Success Story

The Customer

Worldwide **Manufacturer** Leader of Paper Machine and related **services**

200.000 spare parts in the web-shop
> € 100 Mio Yearly Revenue
No measurement of cross-selling potential
High-value business lost to competitors
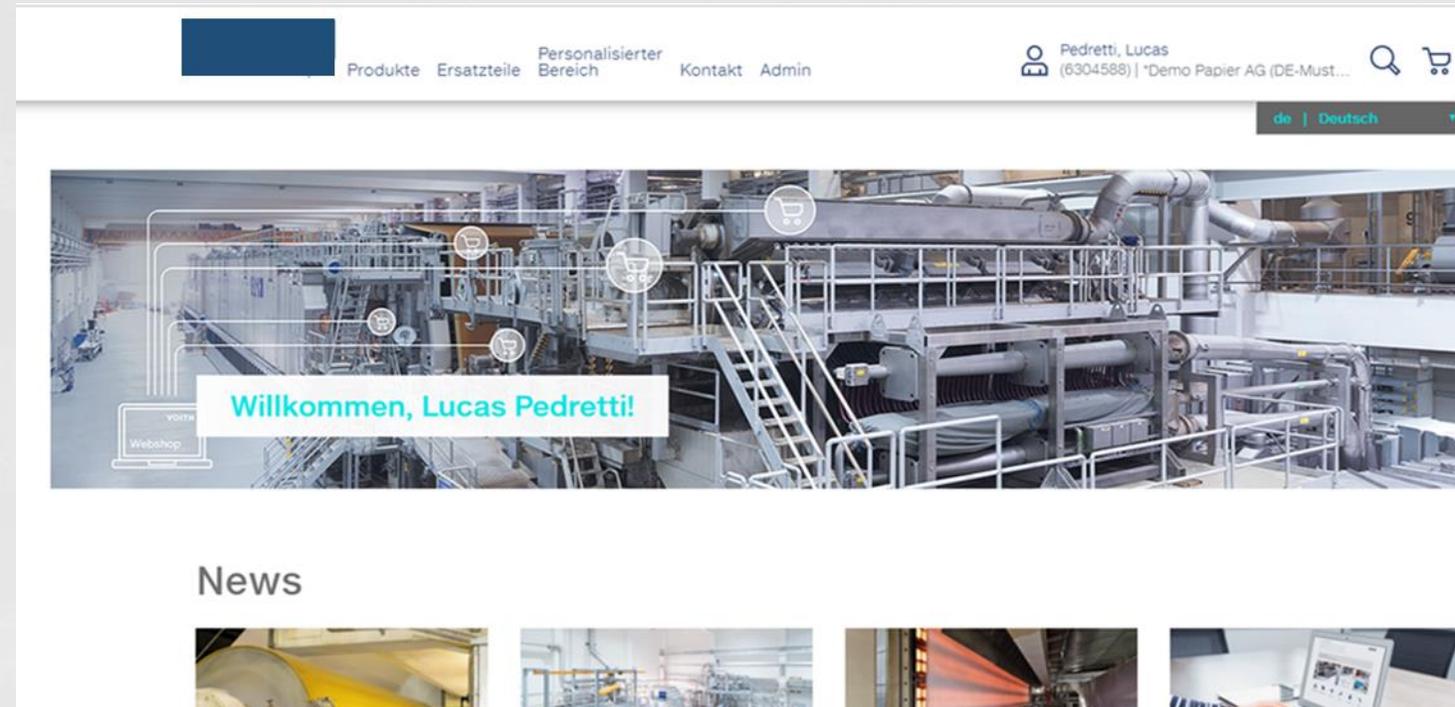**Spare parts pricing follow a flat cost +**

The Challenge

Find cross-selling opportunities in a limited market for machines and aftermarket business and offer the output via CRM and Web shop.

Improving cross-selling by **12 to 20%**

Reducing customer churn by **5 to 20%**

Expected Benefits of **4,5 to 8,0 € Mio.** In 3 Years

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The Customer

European Leader of **Components** for high-voltage distribution

4.500	**Customers**
31.000	**Products (7 Segments)**
100.000	**Transactions / Year**
Current Yearly Churn of 37 %	
Extreme complex pricing	

The Challenge

Need of an assessment overview of sales potential. Find cross-selling opportunities in while simplifying pricing.

Identified high probability **price incr. of 1 - 2 %**

Found **cross-selling potential 6 € Mio.**

50 % Reduction on Customer Churn

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The Customer

One of the biggest Austrian energy supply company, offering **subscriptions-based utilities & Services.** Project implemented together with a technology partner.

600.000 customers, industrial and residentials, with € 100 average Ops Earning per year.

The Challenge

Increase customer lifetime value by reducing contract cancellations, current early of around 20 %. Only low value retention-investments possible.

Technical Proof-of-Value of your Technology

35 % reduction in customer churn

Benefits of **1,3 to 1,8 € Mio.** yearly

		CHURNED	
		Yes	No
PREDICTED	Customer will churn	True Positive **512**	False Positive **18**
	Customer will NOT churn	False Negative **27**	True Negative **1255**

QYMATIX

" *The PoC was extremely good and clearly showed us the direction in which <u>Qymatix software can create added value</u>. It truly inspired us!*"

Chairman of the Board

Germany Subsidiary of Global Corporation