

**vivun.**

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Natasha Sachdeva, VP Sales  
Engineering Americas & APAC



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Simon Dyer, VP Sales  
Engineering, EMEA

# MIRAKL SCALES GLOBAL TEAM WITH VIVUN



## ABOUT

Simon Dyer, VP Sales Engineering, EMEA



Natasha Sachdeva, VP Sales Engineering Americas & APAC

- Recently valued at \$1.5 billion,

Mirakl is the only marketplace SaaS platform that empowers both B2B and B2C organizations to launch and grow an enterprise marketplace at scale.

## CHALLENGES

- Massive growth and scale in a fast-growth unicorn (Simon: “From day one I was hiring, hiring, hiring”).
- Presales structure was undefined, no best practices – reps would engage presales too early into opportunities.
- No metrics or visibility into what presales team was doing day-to-day. Natasha: “We were all remote, even pre-COVID, and we wanted to track presales activities better.”
- Wanted to understand the patterns that led to “wins”: which people, which activities, and which deliverables were causing deals to be closed – and to have all of it backed up with data.

## BUILD OR BUY

“We did look into having our Sales Ops team build what we needed. But after looking at their roadmap, I realized there were other competing priorities. Additionally, we wouldn’t have had all the features that Vivun gives us.” - Simon

## VIVUN BENEFITS

- Enhanced ability to allocate Presales resources based on qualified opportunities, skill set and timing.
- Full visibility into day-to-day activities of individual presales team members globally.
- Ability to see “winning patterns” based on Presales activities, deliverables, and even team member configurations.
- Individual team members love the platform. Natasha: “The funnel view was life changing, as well as the calendar integration. My team has never had such an amazing tool to capture their efforts and show their value.”
- “The data in Vivun has allowed us to start really scaling the function.” - Simon

## VIVUN PARTNERSHIP

“We’ve had a terrific relationship with the Account Management team at Vivun. They’ve made it easy for us to use and adopt internally.” - Simon

## BUSINESS IMPACT

“At forecast calls, having Vivun information at my fingertips is gold. I know exactly what the presales sentiment is on each deal. We’ve been able to truly raise the strategic profile of presales at Mirakl – the data we capture goes all the way up the chain.” - Simon

“Vivun has enabled me to justify asking for more headcount – and I’ve received it! It’s due to the platform’s ability to show the pattern and the data behind each piece of closed business, and how our team contributes.” - Natasha



Vivun, the world’s first platform for presales, helps you beat the competition to product-market fit, revive dormant deals, nail your forecast, and close deals faster. [Vivun.com](https://vivun.com) | [demo@vivun.com](mailto:demo@vivun.com)