

vivun.

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Engineering Americas & APAC



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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