

# Empower PreSales with **VIVUNONE**



**vivun.**

# B2B buying is **different now**

Modern technology buyers demand access to technical experts who can make the connection between customer needs and product capabilities. It's no surprise then that PreSales is responsible for the largest part of the B2B sales cycle—as much as 60% of time working deals is spent securing the technical win, and PreSales is the group that most buyers want to speak to when evaluating new products and services.

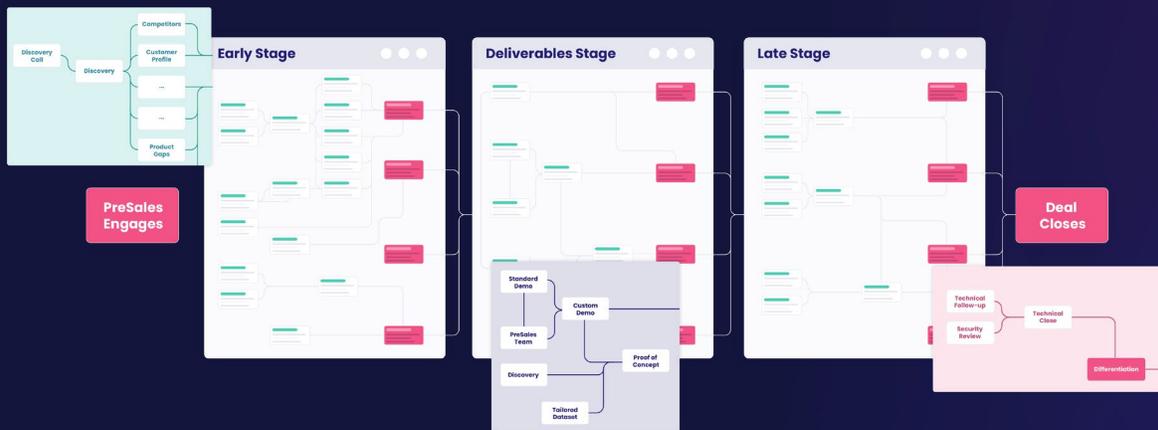
PreSales impact extends far beyond product demos at the start of a deal. The unique insights that PreSales brings inform capacity planning for more efficient growth, adjustments to sales processes to improve win rates, and shifts in product strategy that result in more revenue- and customer-centric roadmaps.

Companies ask PreSales to drive growth, delight customers, and uncover new insights—but then force them to run their workflows with a disparate array of tools that wasn't designed with PreSales in mind. PreSales team members end up juggling CRM, spreadsheets, note-taking apps, video recording software and more to get ready for even the simplest of selling activities.

Without a dedicated platform for PreSales, companies risk wasting their valuable time and technical selling resources on strategies that yield suboptimal results. PreSales needs the right technology to deliver transformative outcomes.

# INTRODUCING VIVUNONE

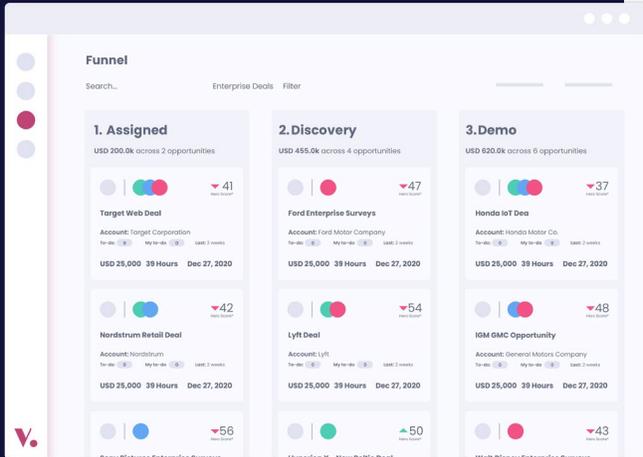
VivunOne is the industry's first AI-powered platform for PreSales, providing a complete set of solutions to help PreSales scale their efforts, de-risk the sales forecast, drive product alignment, and uncover new insights.



## The Industry's First AI-Powered PreSales Platform

The VivunOne platform is further augmented by the Vivun Intelligence System, a proprietary domain model for the human expertise of PreSales teams in the world. It codifies decades of experience, industry best practices, data from millions of activities and hundreds of thousands of sales opportunities, and the ongoing counsel of the industry's leading PreSales teams.

By combining the Vivun Intelligence System with AI/ML methods, VivunOne offers precise, actionable recommendations and intelligent task automation, empowering PreSales teams to work more efficiently and make informed decisions with confidence.



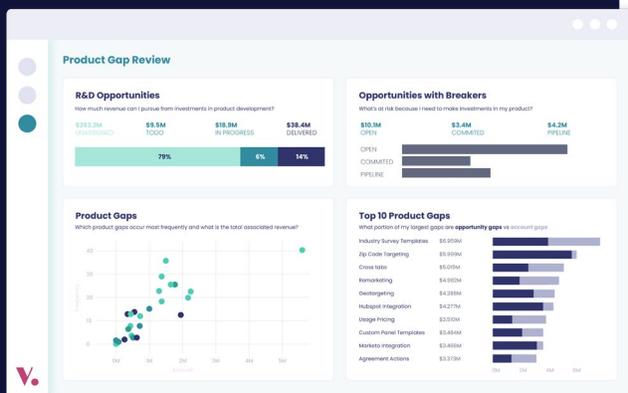
## Scale PreSales

Optimize coverage ratios, protect your team's time, and drive more efficient revenue with the ability to execute, measure, and scale critical PreSales workflows.

Provide PreSales team members with a single, centralized workspace that has all the tools they need.

## De-Risk the Forecast

Drive repeatable technical wins and proactively de-risk the sales forecast with real-time views into the technical health of every deal. Make every sales engineer your best sales engineer by providing in-depth deal summaries and actionable recommendations on how to address risks.



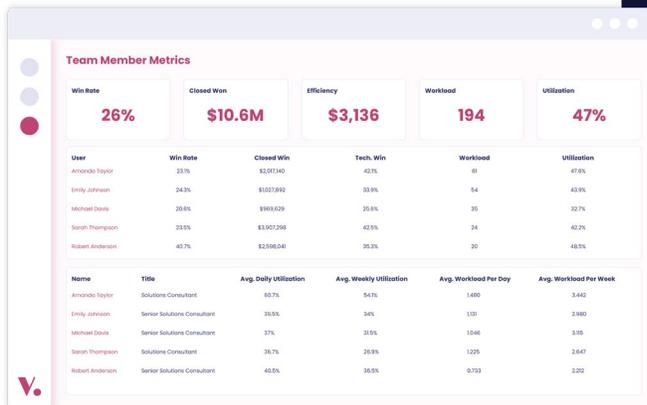
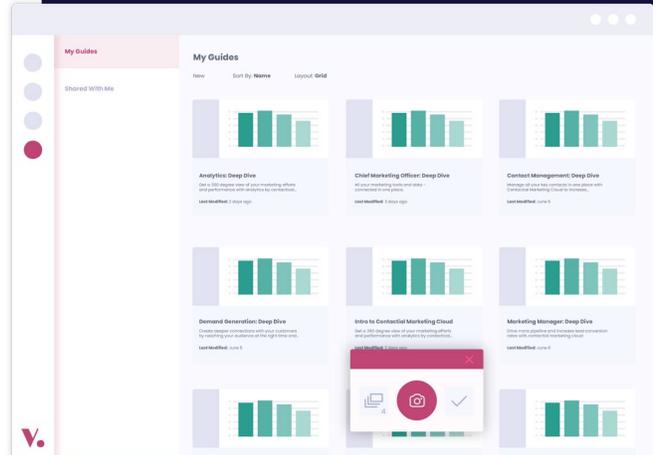
## Align Product with the Field

Maximize the return on your company's R&D investments by confidently tying feature requests to revenue impact, inform roadmap changes, and revive revenue pursuits. Reopen previously lost opportunities by alerting the field when previously missing features have shipped.



## Deliver More Demos

Increase PreSales capacity and win over key stakeholders with fully interactive demos that can be quickly tailored to prospects and delivered at scale. Make product stories more compelling by weaving screen capture, videos, and images into a single flow, and see how your buyers engage.



## Demonstrate PreSales Impact

Uncover insights for efficient growth and clearly demonstrate PreSales impact by sharing a brand new set of go-to-market data with the rest of your organization.

Ensure Sales and Product are always aligned with PreSales via real-time integrations for Salesforce and PLM systems, as well as Accelerators to quickly visualize data in your company's BI tool of choice.

## Why Customers Love Vivun

37%

INCREASE IN  
TECHNICAL WIN  
RATE

31%

REDUCTION IN  
SALES CYCLE  
TIME

\$3B

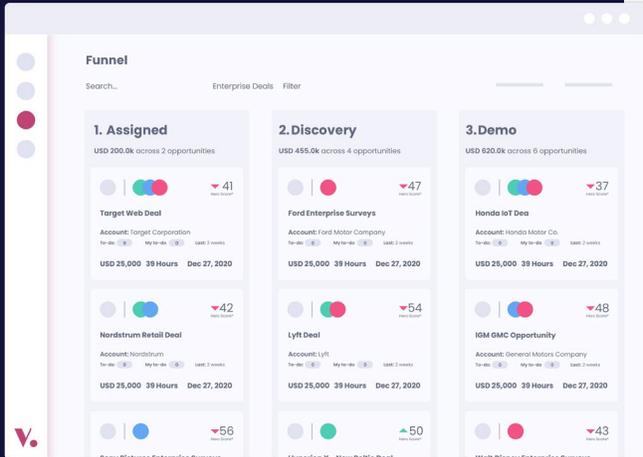
OF ARR IN REVENUE  
OPPORTUNITY  
IDENTIFIED



# SCALE PRESALES

Without clear visibility into PreSales activity and performance, misapplied effort turns into missed opportunity. Team members risk wasting valuable time and resources on strategies that yield suboptimal results, and you may under-invest in areas with untapped potential, hindering the growth and profitability of your organization.

What if you could enhance visibility into PreSales activity and get actionable insights into how the team can drive better outcomes? With VivunOne, you'll have the data needed to unlock PreSales capacity, ensure proper pipeline coverage, and collaborate more effectively with Sales.

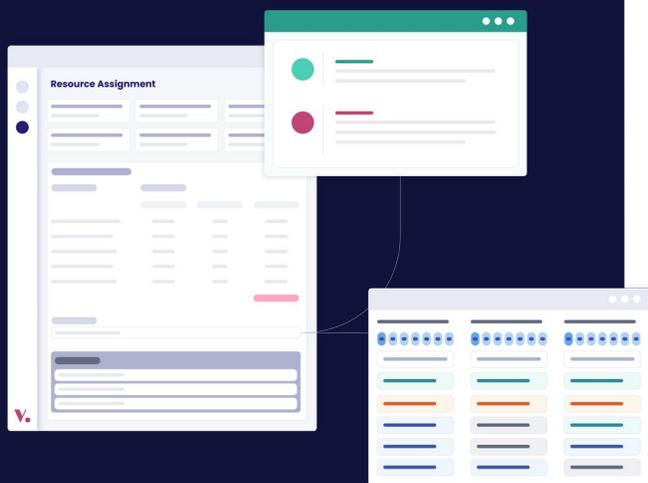
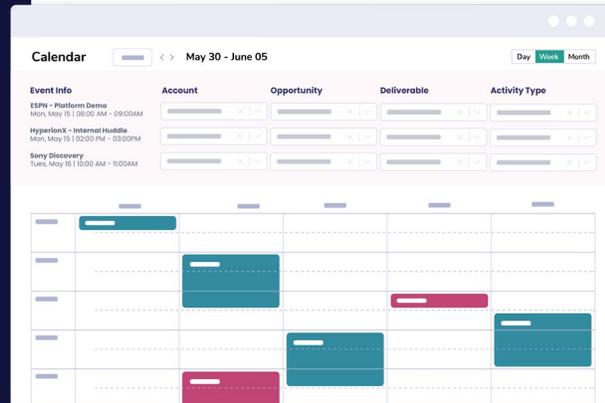


## PreSales Workspace

Increase team capacity and time spent selling. Eliminate excessive context switching with a single place for PreSales to manage opportunities, track activities, and capture insights from the field.

## Calendar Intelligence

Gain visibility into team activity and performance without adding administrative overhead. Automatically link a sales engineer's calendar events to their most relevant selling activities.



## Smart Assignments

Improve resource management, boost team performance, and eliminate biased assignments. Let Vivun recommend the best sales engineer for an opportunity based on the team's availability, experiences, and skill set.



# Make Every Sales Engineer Your Best Sales Engineer

By optimizing the people, processes and technology to support your technical selling process, you'll scale the way the PreSales teams operate, align with sales to de-risk the deal line, and gather and capture insights that inform changes to approach and strategy in order to operate more efficiently - to improve coverage ratios, increase time spent on revenue generating activities and increase technical win rates.



## Companies **Maximize PreSales Impact** with Vivun

// Vivun's given my leadership confidence in our decisions, and the data that I need to run a highly functioning PreSales team.



**Brent Kremppes**  
VP Solution and Value Consulting  
**Gainsight**

# DE-RISK THE SALES FORECAST

As much as 60% of the sales cycle is spent on technical validation, where PreSales teams engage buyers directly to demonstrate the unique value of their products and services.

What if PreSales teams could quickly and easily provide the technical point-of-view on all opportunities in the pipeline, to help provide revenue leaders a more accurate picture of where opportunities stand? With VivunOne, you'll call a more accurate sales forecast and quickly move resources to the opportunities most likely to close in-quarter.



## Hero Score

Understand how activities impact deal outlook and take early action to minimize deal risks with a holistic view of how deal dynamics change over time..

## TechWin Coaching

Improve conversion, increase forecast accuracy, and drive repeatable wins with deal summaries and recommended next steps delivered directly to PreSales team members.

### Opportunity Summary

This opportunity has a 4 chance to win, which is below the average 9.6 for deals in the Zombies stage. It's been in this stage for 56 days. The primary concern is timing, and there's been no contact from the customer for a significant period.

**Positive about this deal:**

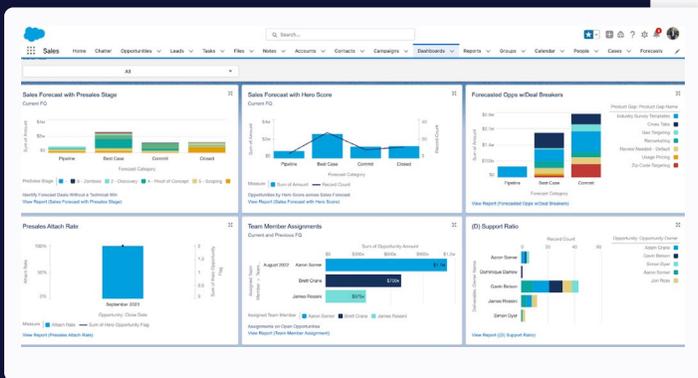
- The top concern being timing indicates that the client acknowledges project deadlines and resource availability.
- The opportunity has been in the zombies stage before, showing familiarity with navigating this phase.
- Preparation activities have been completed, ensuring readiness for upcoming meetings or events.

**Impactors:**

- No Test Drive Meeting has taken place yet, missing out on an interactive session to showcase product features.
- There hasn't been any technical Follow-up, potentially leaving technical aspects of the project unaddressed.
- A Custom Demonstration hasn't occurred, so the client hasn't seen a tailored demonstration of our platform's capabilities.

**Actions:**

- Arrange a Test Drive Meeting to provide an interactive demo showcasing our product's features and benefits.
- Conduct a Technical Follow-up to address any outstanding technical aspects of the project or solution.
- Schedule a Custom Demonstration to present a tailored view of our platform's capabilities specifically addressing client needs and concerns.



## Real-time Salesforce Integration

Empower everyone with better forecasting. Ensure PreSales, Sales, and RevOps are always aligned with a real-time, bi-directional Salesforce integration that delivers insights right where stakeholders need them.



# Deliver Accurate Forecasts and Drive Repeatable Wins

By quantifying the technical point of view in the forecast, PreSales can identify deal risks that may not be obvious to Sales, prioritize the right deals, and unblock stalled opportunities.



## Companies **Achieve Technical Sales Excellence** with Vivun

// Sales can sometimes fall victim to ‘happy ears’ — you want a repeatable, credible way to enter into that conversation with the PreSales perspective.



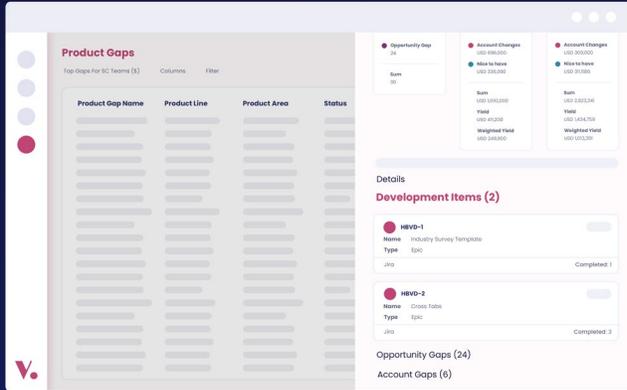
**Toby Penn**  
VP PreSales  
Recorded Future

# DRIVE PRODUCT ALIGNMENT

With incredible knowledge of customer needs and how those connect to product capabilities, PreSales is R&D's best partner in the go-to-market organization to drive more revenue-centric product roadmaps.

What if you could foster better communication and collaboration between Sales and Product? With VivunOne, you can streamline the collection of product feedback from buyers and customers, then confidently tie it to business impact for product roadmaps that drive revenue.





## PLM Integrations

Break down organizational silos and converge multiple sources of data to create more revenue-centric roadmaps. Leverage Vivun's multiple PLM integrations to put feature request data from PreSales directly into the hands of your R&D team.

## Revenue-Aligned Roadmaps

PreSales can better serve Product with properly categorized and prioritized feature requests efficiently, keep the field informed on new feature deployments that impact opportunities, and aligning the product and field teams for improved collaboration and successful product launches—resulting in faster time to market, increased customer adoption, and higher revenue.

**\$300M**

IN PRODUCT GAPS IDENTIFIED

**3-5**

REVIVED CLOSED LOST OPPORTUNITIES VIA PRODUCT GAPS

**75%**

INCREASED INFLUENCE ON THE PRODUCT ROADMAP

## Companies **Identify Incredible Product Opportunity** with Vivun



We've impacted over \$80M in addressed gaps using Vivun.



**Henry Sowell**

VP Solutions Engineering Operations

**CLUDERA**

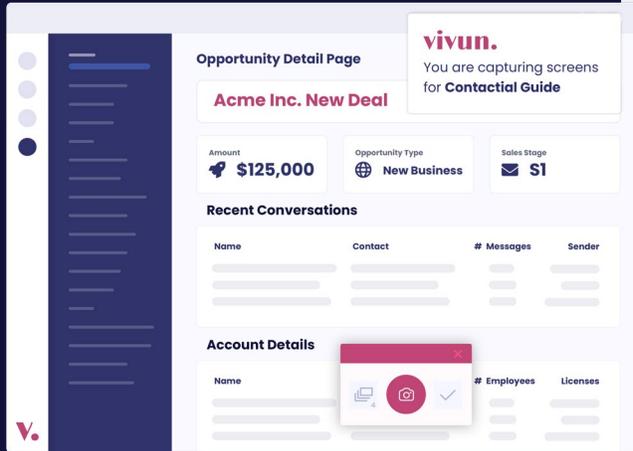


# DELIVER MORE DEMOS

As buyers become more tech-savvy and expect superior experiences, product-led growth (PLG) strategies have gained popularity, favoring firsthand product experiences over traditional sales-led approaches.

What if you could reduce the resources, time and costs associated with building, contextualizing and sharing product demonstrations with buyers, while also achieving consistent and standardized demo delivery?

VivunOne lets you fulfill your buyers' demands for product experiences and demos earlier in the sales process while increasing team capacity, shortening sales cycles, and improving conversion.

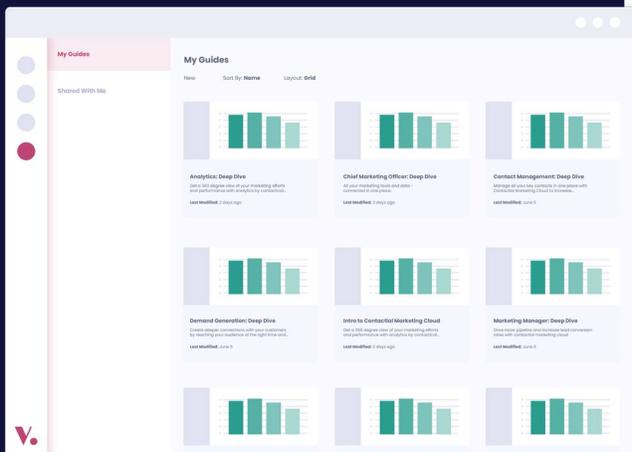
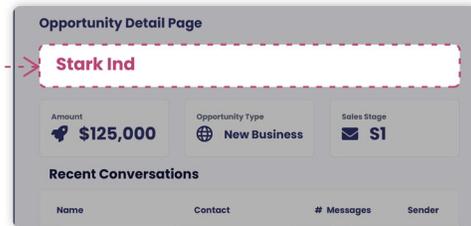
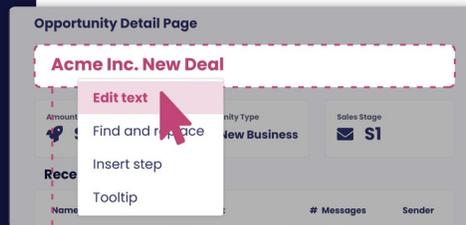


## Product Capture

Free up time for more impactful PreSales activities by taking demo creation from hours to minutes. Seamlessly capture screens from your application to start building demos.

## Demo Building

Create highly interactive demos, quickly tailor them to buyers, and leave a lasting impression. Customize text on captured screens, add tooltips, and embed images and videos.



## Demo Collaboration

Scale demo creation instead of always needing to start from scratch. Quickly share demos with your entire organization and use existing work as a base for more tailored product experiences.





## Demo Insights

Break down organizational silos and converge multiple sources of data to create more revenue-centric roadmaps. Leverage Vivun's multiple PLM integrations to put feature request data from PreSales directly into the hands of your R&D team.

## Personalized Demos at Scale

With VivunOne, PreSales needs less time and effort to complete the top PreSales activity – delivering compelling demos. Make it easier to showcase your highest-value use cases, support demand generation efforts, and guide sales process with insights on engagement.



## Companies **Close Deals Faster** with Vivun

// Vivun is a no-brainer for any PreSales leader seeking to enhance their operational effectiveness and scale their team.



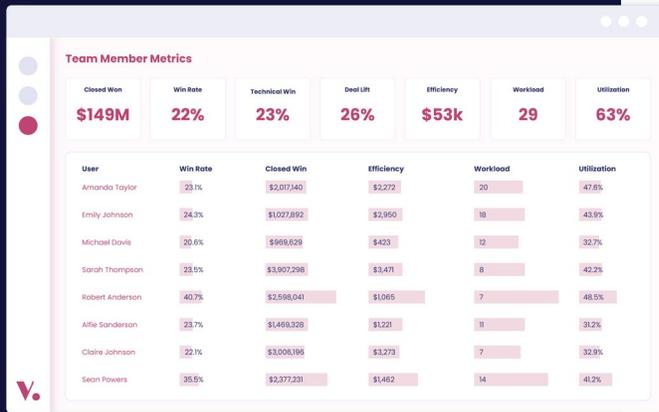
**David Marsh**  
Global VP of Sales Engineering



# DEMONSTRATE PRESALES IMPACT

PreSales works with a number of different business systems, but there's never been an easy way for them to clean, structure, visualize, and interpret the data they generate to answer questions and inform company strategy.

With Xpert Analytics in VivunOne, you can immediately access and visualize your PreSales data without the need for specialized resources, and even use your organization's existing BI infrastructure to speed time-to-insight.

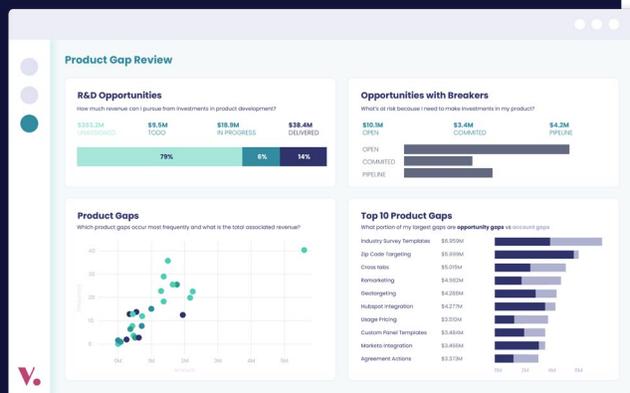
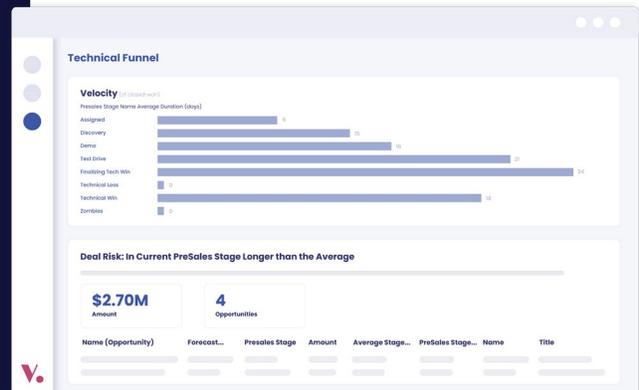


## Team Member Metrics

Strategically allocate resources to maximize success, reward your highest performers, and facilitate data-driven management with a view of revenue impact, win rates, workload, and efficiency for every sales engineer.

## Deal Risk and Technical Funnel

Track deal performance and make real-time adjustments to your sales process. See deal velocity, opportunity conversion, and pipeline coverage in a single view, and highlight stalled opportunities requiring action.



## Product Gap Metrics

Inform roadmap decisions with a clear understanding of market demand and product-related revenue risk. Highlight your biggest deal-breakers, most requested features, and greatest development ROI.



# Drive Improvements to People, Process, and Product

Get to new insights quickly by providing your organization with the ability to ask and answer questions about the business using a data set they've never had before in PreSales.



## Companies Transform Their Organizations with Insights with Vivun

// The data we've gathered with Vivun informs our decision making at the highest levels of the company.



**Oliver Oursin**  
VP Solution Architecture EMEA



Vivun is the world's leading provider of PreSales software. Its AI-powered platform includes solutions for PreSales Operations, Demo Automation, and aligning Sales with Product teams. By utilizing Vivun, revenue leaders can drive growth efficiently by scaling their technical selling efforts, maximizing every R&D investment and de-risking their deals. Customers include:

