

Insight Engine™ Predictive Analytics

A SaaS Predictive and Prescriptive Analytics solution using advanced methods to increase win-rates, reduce costs and work smarter!

“Less than 14% of global sales leaders are confident in their ability to meet their plans.” (Accenture, CSO Insights, 2015)



The Challenge for Sales Leaders

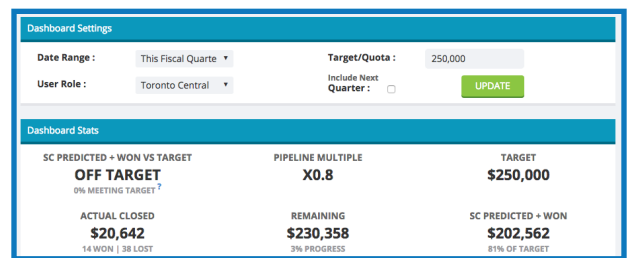
Sales leaders are under incredible pressure to increase top-line revenue growth and improve yield efficiencies. This is a daunting challenge, as 50% of deals forecasted to close actually do not close (Research: Accenture, CSO Insights, 2015).

In addition, sales reps, are consistently challenged at prioritizing opportunities, focusing and predicting the outcomes of their sales efforts, resulting in 30-60% of companies sales reps not meeting their targets.

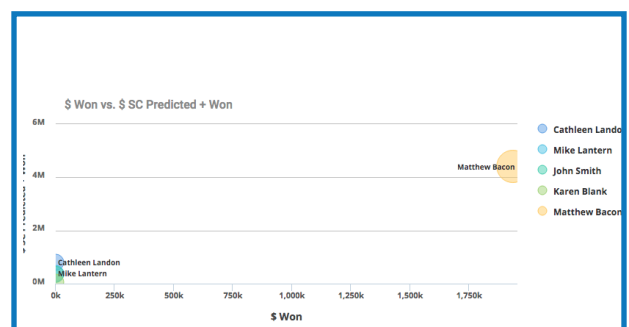
SalesChoice predicts outcomes reliably at 85% or more. We accurately predict it; so you don't miss it!

The Solution

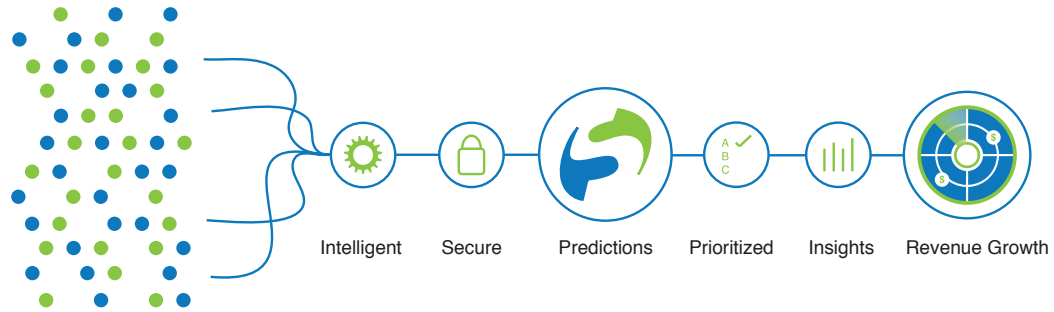
- **Powerful Dashboards** to manage your sales more efficiently.
- **Automatic Prioritization** of all your sales opportunities to identify the best pathway(s) to meet your target. Align your resources on the most promising deals.
- **Sales GPS:** Identify winnable opportunities with increased confidence in your forecast. Access scenario insights to achieve best win pathways.
- **Improved Focus:** Improve coaching of your sales professionals by helping them focus on the winners vs. the duds.
- **Predictive Insights:** Increase your visibility on the drivers of wins or losses before they occur.
- **Lead Source Analytics:** Measure lead sources against outcomes for budget planning. Get immediate visibility into opportunities from which lead sources result in predicted wins.
- **High Accuracy:** Track prediction accuracy to measure ROI.
- **Friendly:** Flexible ways of working on diverse portable devices, mobile friendly!
- **Deliver Customer Service you can Trust - Service Matters!**



Sam/Rep	Role	#Won	#Lost	SF Prediction	SC Prediction	Predicted+Won	#A
...	Central Toronto	0	15	\$18,450	\$22,426	\$22,426	3
...	Central Toronto	0	5	\$24,303	\$36,354	\$36,354	8
...	Central Toronto	6	1	\$20,942	\$21,621	\$23,164	9
...	Central Toronto	3	3	\$3,503	\$9,480	\$12,829	9
...	Central Toronto	2	0	\$17,697	\$25,138	\$25,358	12
...	Central Toronto	0	10	\$13,470	\$19,535	\$19,535	30
...	Central Toronto	2	1	\$17,536	\$48,563	\$50,613	9
...	Central Toronto	1	3	\$8,910	\$10,803	\$12,283	3
		14	38	\$124,811	\$193,920	\$202,562	83



SalesChoice: Secure and Smart



SalesChoice Benefits

Growth Matters



- Increases top-line revenue growth by 5-10%.
- Shortens your sales cycles by understanding your funnel quality, and drivers of wins and losses.

Focus Matters



- Predicts outcomes accurately by 85% or more.
- Guides your sales professionals to focus on the best leads and opportunities to increase conversion and win rates.
- Allows management to identify potential losses early and deprioritize.

Forecasting Matters



- Reduces your forecasts risks by 30%-50% by predicting sales more accurately.
- Analyzes your historical win and loss patterns, with other data sources to provide you with more reliable sales forecasts.

Resourcing Matters



- Enables you to focus your resources on the best opportunities.
- Reduces your sales ramp time by 20% - 30%.
- Reduces your cost of sales and improves resource utilization.

Predictive Analytics Matters



- Big Data Leaders: Companies that effectively use predictive analytics to guide decision-making beat out their competitors by an average of nearly 8% CAGR. (Source: McKinsey, 2015)
- Delivers predictive and prescriptive analytics to give powerful insights to secure a competitive edge.



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