

Sales & Marketing Excellence

Integrated Solution

Accelerating business value **through sales and marketing innovation**



Decades of acquisitions have resulted in the forced maintenance of multiple, disconnected systems that support siloed teams with different processes and terminology. A fragmented view of the customer and fear of change hinders growth.

PwC's Sales & Marketing Excellence Integrated Solution is a Salesforce-enabled, end-to-end solution that drives revenue growth by standardizing your business processes across customer teams putting the customer at the center.

S&ME Integrated Solution includes:

- Marketing, Sales and Service Automation
- Partner Relationship Management
- Configure-Price-Quote (CPQ)
- High Velocity Sales Console
- Contract Lifecycle Management (CLM) modules
- Einstein Dashboards
- Customer Communities
- B2B eCommerce Portal and Amplify - End User Engagement Tool

Solution in a Box: It starts with a 100% pre-configured application that meets 80% of your needs out of the box. S&ME is a Salesforce certified solution with a proven implementation track record

Competitive Advantages: Add personalized differentiators (i.e., CPQ info, Territory Assignment rules)

People Enablement: Use PwC's Amplifier to train in a gamified approach driving and measuring end user engagement

What this means for you

- The 'Solution in a Box' gives you **faster, cheaper, and better results**
- This solution directly impacts performance metrics such as sales cycle time, gross margin, and opportunity size
- With a pre-configured solution, the project focus can be tailoring it to meet your needs
- Persona-driven approach to change behavior





Typical projects have achieved 2-3% increase in revenue growth

Technology Company

+ 75M revenue

Drove \$75M in incremental revenue within 18 months of go-live

Industrial Products Company

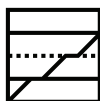
+ 30M revenue

Saw \$30M revenue lift in the first 3 months post-deployment

Telco Client

- 75% technical debt

Reduced technical debt by 75%, resulting in **\$3M+ in run-rate cost savings**



30+

S&ME projects delivered per year



20+

countries



18+

sectors

S&ME has unlocked significant value

Execution benefits include:



Increased leads by **66%**



Opportunity conversion rates increased **13%**



Reduced sales stages from **230 to 5**



Reduced custom objects from **100+ to 10**

To learn more about PwC's Sales and Marketing Excellence front office transformation solution, please reach out to our leaders

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