ValueCloud®

Elevate Customer Engagement to Value

ValueCloud® is the industry's first enterprise-grade SaaS application that enables Customer Value Management across the entire customer lifecycle, addressing product management, marketing, sales, implementation and customer care.

Customer Value Management means that sales and marketing can elevate conversations from cost to value and moving from supplier to "trusted advisor" status creating better customer loyalty, growing share of wallet and developing advocates for products and services.

Customer Value Management Platform
Product Management
Customer Success
Marketing
Renew/Expand
Discover
Achieve
Customer Value Management Engine
Engage
Win
Justify
Implementation
Sales
ValueCloud®

ValueCloud® does the following:

- helps companies organize and manage the business-driver KPIs of their solutions,

- enables sales teams to create value hypotheses to more effectively engage prospects,

- further enable sales to create competitively differentiated "Business Cases" to close deals, and

- enables customer care team to measure and communicate "Customer Value Achieved" in the use of solutions after the sale.

#204853231

Expand on Customer Value Achievement Tracker

Value Achieved with Case study builder is built in partnership with Caterpillar for CAT® Connect (an advanced Internet of Things technology), VMware End User Computing for their "Customer for Life Mission", DocuSign for their Enterprise Value Management Practice and other customers. Key capabilities of Value Achieved with Case Study Builder are:

- **Customer Success** – Workflows to monitor, track, capture and report on the value achieved by customers overtime, ensuring alignment with customer business objectives.

- **Products & Marketing** – Case Study Builder and Value Content Creation to produce content for customers and prospects that has real meaning.

- **Value Management** – Value Feedback to facilitate the evolution and enrichment of an enterprise's value elements. The more the system is used, the more intelligent an organization's Customer Value Management becomes.

- **Sales** – Laser sharp Value Hypotheses to engage with customers and prospects with bullet-proof success points based on real customer experience.
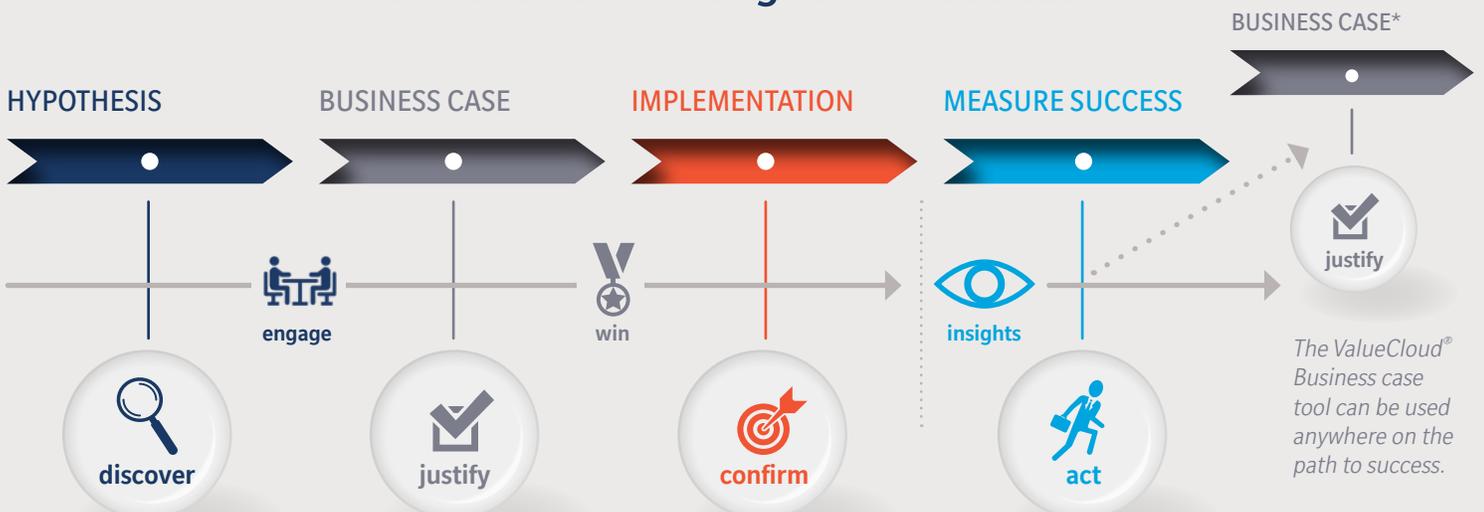
What this means – For sales, the pinnacle of account insight, preparation and readiness is available for every account engagement by the sales rep simply doing what they already do. Products and Marketing have real and meaningful content for business impacts and outcomes. Customer Care organizations have concrete data for customer value. Value Managers are enabled via a robust, enterprise-grade platform specifically built for Customer Value Management.

What are the benefits

1. Clear alignment with customer business KPI's

2. Reduce churn

3. Protect margins

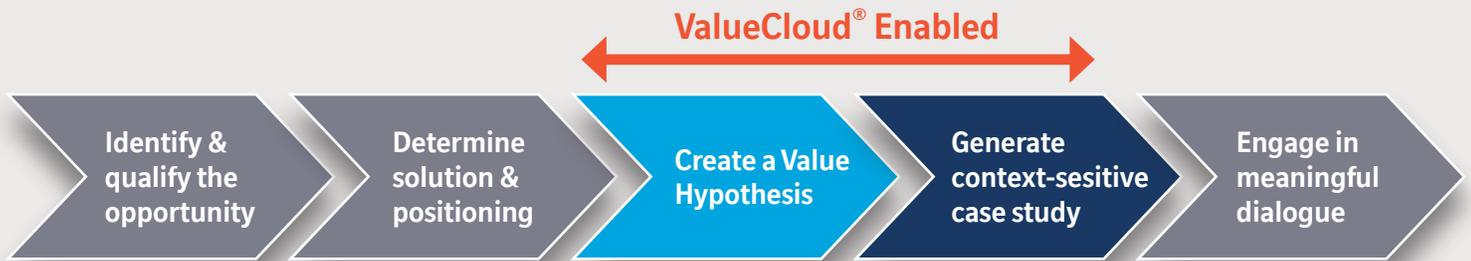4. Promote cross-sell and up-sell

5. What does it look like?

Customer Value Management – Timeline

| HYPOTHESIS | BUSINESS CASE | IMPLEMENTATION | MEASURE SUCCESS | BUSINESS CASE* |

engage — win — insights — justify

discover — justify — confirm — act

The ValueCloud® Business case tool can be used anywhere on the path to success.

Elevating the Conversation with a 1-2 Value Punch

This industry-first, context-sensitive/value-enriched, coupling ValueCloud® Case Study Builder and Value Hypothesis provides sales with a robust "conversation package" they can use to engage in meaningful customer dialogue. Imagine the power of driving this type of sales process:

ValueCloud® Enabled

| Identify & qualify the opportunity | Determine solution & positioning | Create a Value Hypothesis | Generate context-sesitive case study | Engage in meaningful dialogue |

ValueCloud® produces a sound value hypothesis including applicable and specific customer case studies containing real, defensible proof points supporting the value hypothesis.

The beauty of the ValueCloud is, it continually captures and enriches the value achievement data as the customer engagement progresses over time. The more the system is used the more intelligent it becomes.

Overview implications for Gainsight Customer Success Management

In collaboration with Gainsight's Customer Success Platform, **there are six primary areas of synergy delivered by ValueCloud® for Gainsight clients:**

1. Set the baseline for the business driver KPIs for customer projects that are established during the sales cycle. Important to note, this is done whether or not a formal business case was developed with the customer during the sales cycle.

2. Revisit the business case that was sold and compare that to what is implemented and delivered to the customer. Align "why they bought" with "what is implemented".

3. Survey customers to capture results achieved in business driver KPIs versus is expected.

4. When not meeting or exceeding expectations, prompt customers (and your team) with course corrective best practices from your community at large.

5. Provide a formalized structure to capture case study content for business driver KPIs from your best customer successes.

6. Customer achievement against business driver KPIs is rolled into your value models in a continuous process of refinement and enrichment. Customer achievement plays a direct role in communicating value to prospects and customers, supporting and defending your value in subsequent selling conversations.

Customer Success Stories

Caterpillar

Need: Caterpillar was looking for disruptive ways to enhance its brand, create competitive advantage, protect their base, and create profitable growth, by delivering new, high-value, digital services to their customers. In order to ensure the value of these new services is effectively clarified and positioned by dealers, CAT needed a way to quickly customize and automate case studies on-demand.

Solution: DL leveraged existing IP and worked with CAT to jointly develop the ValueCloud® Case Study Builder solution, to help capture the value of these new services in quantifiable terms such as efficiencies, time savings, uptime, supply chain/ logistics management, etc.

Outcomes:
- provide a way to grow their base, and expand "product per customer"
- create reliance on the new "big data" created from their digital systems, and therefore create stickiness/ensuring renewals and upsell/cross-sell
- automating case studies accelerated the sales process; and an easy way to enable dealers & ensure success

VMware Cloud and on-premise software

Need: VMware needed the ability to scale their value practice and put the power of customer value management in the hands of the sales organizations directly. And they needed the ability to create a roadmap for success and accompanying value for each customer and show alignment to that.

Solution: Customer Value Management, next – Value Achieved

Outcomes:
- Discounts are greater than 10% lower than deals without the CVM process
- The ability to have a graduated deployment schedule through Customer Value Management provides clean/simple/seamless expansion

Heart of VMware's Customer for Life Initiative in the EUC Division

DocuSign

Need: DocuSign needed to assist their sales reps with elevating their conversations with customers to effectively convey business value achieved while considering variables. Often there are thousands of combinations which is simply more than a rep (or anyone else for that matter) can handle. That's why it often takes a skilled value analyst hours or even days for a single account.

Solution: Value Achieved

Outcome:
- DocuSign's sales reps can now create high quality value hypotheses for any account within minutes with beautiful, polished assets to communicate to the customer.

DecisionLink ValueCloud®

The first enterprise-class platform for Customer Value Management. Addressing all facets of customer interaction, product management, marketing, sales, implementation and customer success, ValueCloud® enables companies to be "smart about their accounts and specific about their value". ValueCloud® automates the processes required for our customers to quantify, articulate, competitively differentiate and defend the value of their products, services and solutions for each prospective buyer. In just a few minutes, ValueCloud® produces a variety of assets such as ROI detail, Challenger scripts, competitive differentiation, pitch decks, and more, articulating the seller's specific, differentiated value for every deal and every customer. The result is what every business wants...bigger pipelines, higher levels of engagement, improved close rates, higher deal values, and reduced churn.

decisionlink.com