

# KPIs Pipeline

Pipeline by Leadership



Pipeline by BU



Pipeline by Ticket



Pipeline Evolution by Leadership



Pipeline Evolution (WoW)



KPIs Pipeline - Manual



Won FY  
US\$ 20,8M

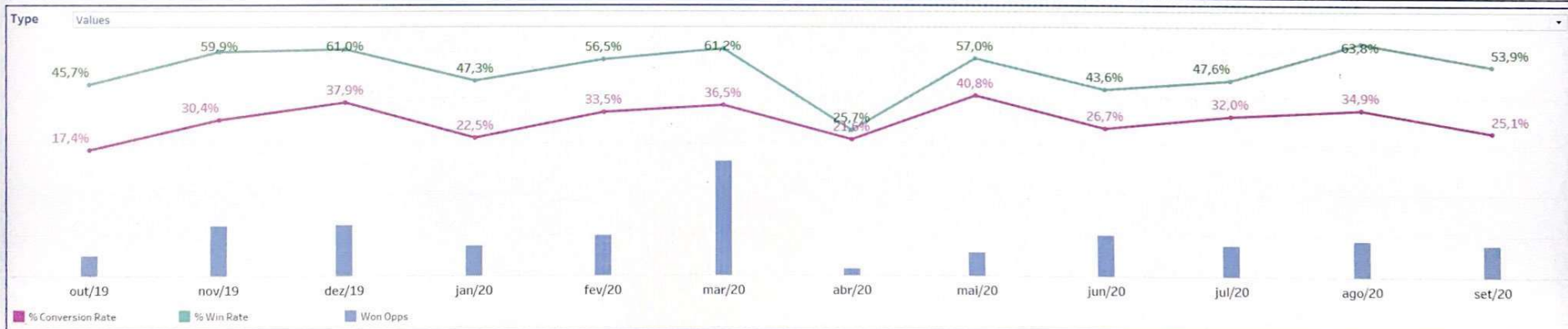
Won Renewal FY  
US\$ 3,5M  
Won FY Renewals > R\$500k  
US\$ 3,2M

Won New Business FY  
US\$ 17,3M  
Won FY New Business > R\$500k  
US\$ 9,6M

Conversion Rate (\$)  
(Last 12 Months)  
New Business: 27,0%  
Renewal: 50,7%

Win Rate (%)  
(Last 12 Months)  
New Business: 48,4%  
Renewal: 84,7%

	% Conversion Rate (\$)	(YoY) % Conversion Rate (\$)	% Conversion Rate (Qty.)	(YoY) % Conversion Rate (Qty.)	Sales Cycle (Days)	(YoY) Sales Cycle (Days)	Average Ticket	(YoY) Average Ticket	% Win Rate	(YoY) % Win Rate	% Deals Postponed (Qty.)	(YoY) % Postponed (Qty.)
FINANCIAL INSTITUTIONS AND RETAIL	37,6%	-2,0%	25,1%	-19,5%	101,0	28,8%	\$1.503,0K	13,1%	66,4%	6,8%	57,3%	4,7%
MULTI SECTOR	35,3%	-3,6%	26,3%	-26,4%	96,9	21,6%	\$862,4K	274,2%	60,9%	-4,6%	58,9%	15,4%
REGIONAL BR	14,8%	-49,8%	15,8%	-56,8%	79,0	56,6%	\$72,0K	427,2%	28,4%	-42,9%	63,0%	20,3%
REGIONAL SP	18,7%	-41,2%	25,7%	-37,3%	57,5	31,3%	\$40,8K	213,0%	33,7%	-38,3%	55,8%	14,0%
SPECIALIZED SALES	7,6%	-75,8%	16,1%	-44,2%	28,1	-13,0%	\$49,3K	-13,4%	9,3%	-81,6%	58,2%	-5,4%
Total	30,7%	-13,1%	21,2%	-43,8%	75,6	45,7%	\$334,8K	251,5%	54,4%	-8,4%	59,6%	16,4%





# Pipeline Panel

Updated: 15/10/2020 18:59:27

Currency US\$

BU

ALL

EV

(Tudo)

Phase (Tudo)

Classific.. (Valores múltiplos)

Lideranca (Tudo)



Active Pipeline FY

US\$ 95,9M

New Business Created in FY (YTD)

US\$ 53,4M

Renewal Created in FY (YTD)

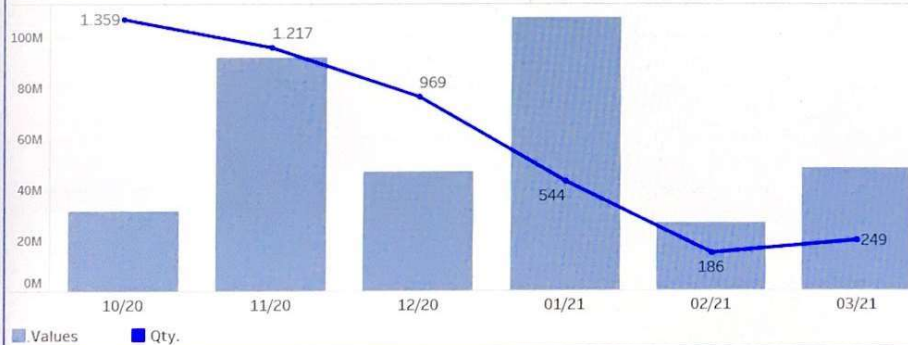
US\$ 12,3M

Period	Pipeline FY			Identification			Qualification			Proposal			Contract		
	Values	Qty.	Aging	Values	Qty.	Aging	Values	Qty.	Aging	Values	Qty.	Aging	Values	Qty.	Aging
Actual															
WoW															
FINANCIAL INSTITUTION	\$49,8M	461	287	\$1,5M	23	515	\$18,5M	232	225	\$27,7M	192	336	\$2,0M	14	148
MULTI SECTOR	\$22,2M	730	226	\$1,1M	57	197	\$10,5M	403	192	\$9,9M	245	276	\$0,6M	25	280
REGIONAL BR	\$12,0M	1.824	171	\$0,4M	62	125	\$8,2M	1.333	156	\$3,0M	391	225	\$0,4M	38	124
REGIONAL SP	\$11,7M	1.415	183	\$0,4M	116	189	\$6,9M	898	158	\$4,0M	347	237	\$0,4M	54	138
SPECIALIZED SALES	\$0,2M	3	83				\$0,2M	3	83						
Total	\$95,9M	4.433	199	\$3,5M	258	220	\$44,3M	2.869	169	\$44,7M	1.175	259	\$3,5M	131	161

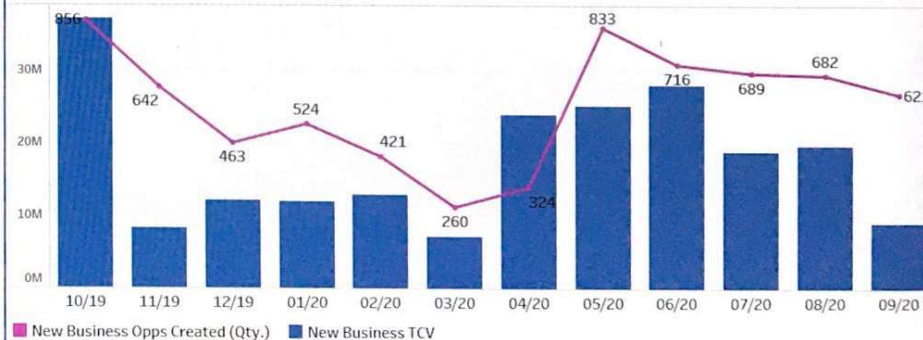
Active Pipeline

Classific.. (Tudo)

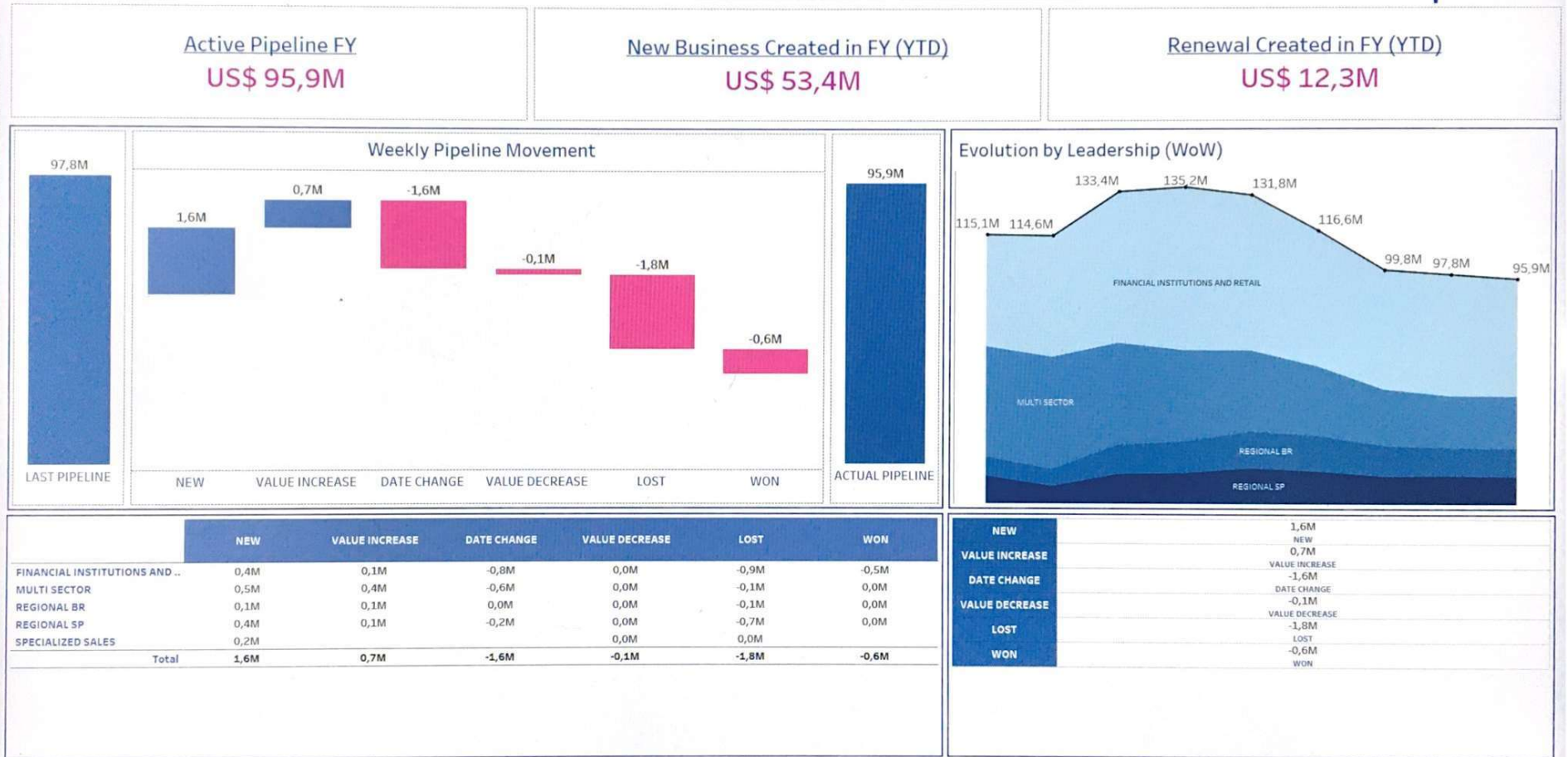
Type (Tudo)



Created Pipeline - New Business







	NEW	VALUE INCREASE	DATE CHANGE	VALUE DECREASE	LOST	WON
FINANCIAL INSTITUTIONS AND ...	0,4M	0,1M	-0,8M	0,0M	-0,9M	-0,5M
MULTI SECTOR	0,5M	0,4M	-0,6M	0,0M	-0,1M	0,0M
REGIONAL BR	0,1M	0,1M	0,0M	0,0M	-0,1M	0,0M
REGIONAL SP	0,4M	0,1M	-0,2M	0,0M	-0,7M	0,0M
SPECIALIZED SALES	0,2M			0,0M	0,0M	
<b>Total</b>	<b>1,6M</b>	<b>0,7M</b>	<b>-1,6M</b>	<b>-0,1M</b>	<b>-1,8M</b>	<b>-0,6M</b>

	NEW	VALUE INCREASE	DATE CHANGE	VALUE DECREASE	LOST	WON
NEW	1,6M					
VALUE INCREASE		0,7M				
DATE CHANGE			-1,6M			
VALUE DECREASE				-0,1M		
LOST					-1,8M	
WON						-0,6M