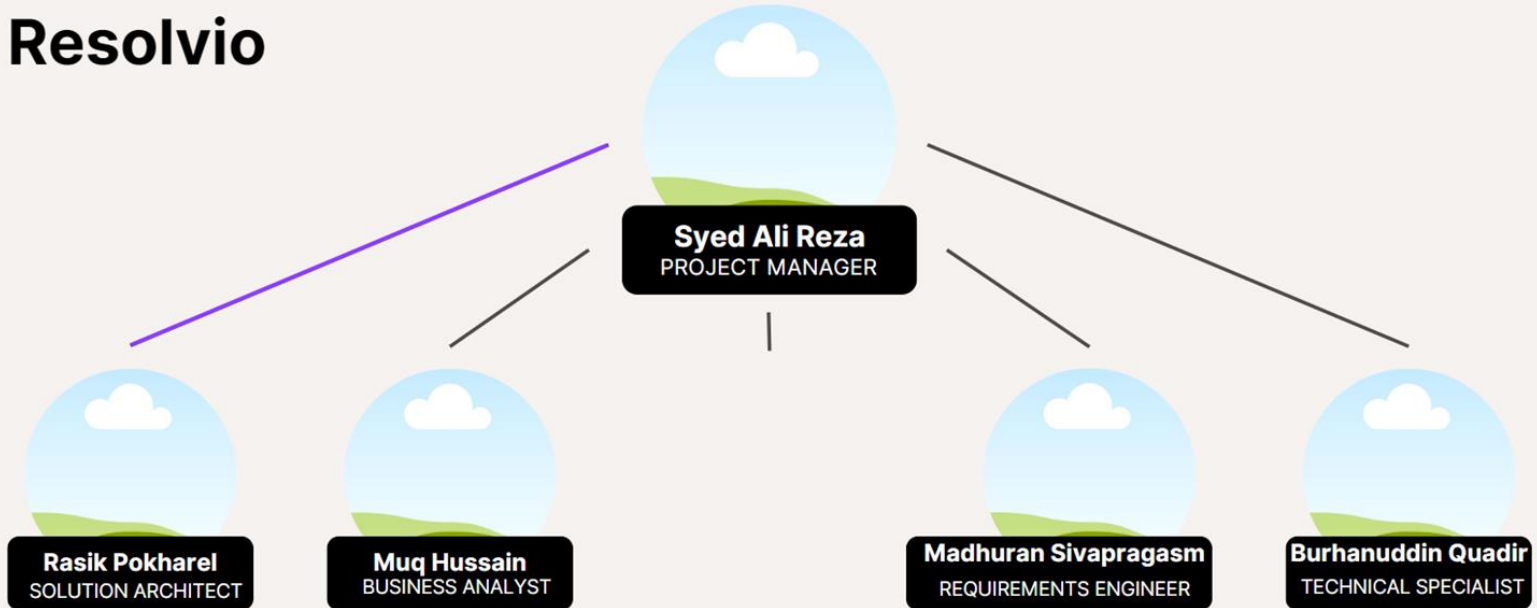# SOTI Solution Presentation Deck

Exploring solutions to SOTI's sales generation
and conversion problems

SOTI

Our Team

Introduction

Who We Are:

Resolvio, a group of aspiring professionals with a shared passion for solving real-world challenges through innovation, teamwork, and strategic thinking.

Our Project Partner:

For this project, we are excited to collaborate with SOTI, a leader in the mobility management sector. Together, we aim to address key challenges and propose impactful solutions.

Industry Partner Overview

Company Background

- Established leader in Enterprise Mobility Management

- Headquarters based in Mississauga, Ontario

- **Mission**: Provide advanced solutions for EMM

Corporate Structure and Team:

- **Privately held company** led by a strong executive team

- **Robust workforce** that drives product innovation and customer satisfaction.

- Promotes a dynamic work environment

Business Sector and Industry:

- Operates within the enterprise mobility management (EMM) industry

- Software platforms that manage, troubleshoot, and secure devices

Customer Base:

- Logistics, healthcare, retail, field services, and education

- Tailored software solutions

Why we chose SOTI:

- Aligns with our team's expertise in engineering and management.

- Address meaningful challenges showcasing our ability to develop scalable solutions

SWOT Analysis

Strengths

1. 17,000 enterprise customers worldwide

1. Over 2000 employees and established internal infrastructure

1. Over two decades of experience in the mobility industry

Weakness

1. Reliance on human sales staff for all sales

2. SOTI uses limited innovative technology in Sales

1. Mobility services are complex products that require experience and documentation

SWOT Analysis

Opportunities

1. Work from home trends means more demand for mobility products

1. Recent high profile cybersecurity threats increase demand

1. Advancements in AI present an opportunity to improve internal tooling

Threats

1. Mobility is a competitive industry containing industry giants like IBM

1. Newer competitors will leverage more advanced technology

1. Difficult for businesses to swap to SOTI mobility due to friction

Business Problem

Project Charter Overview
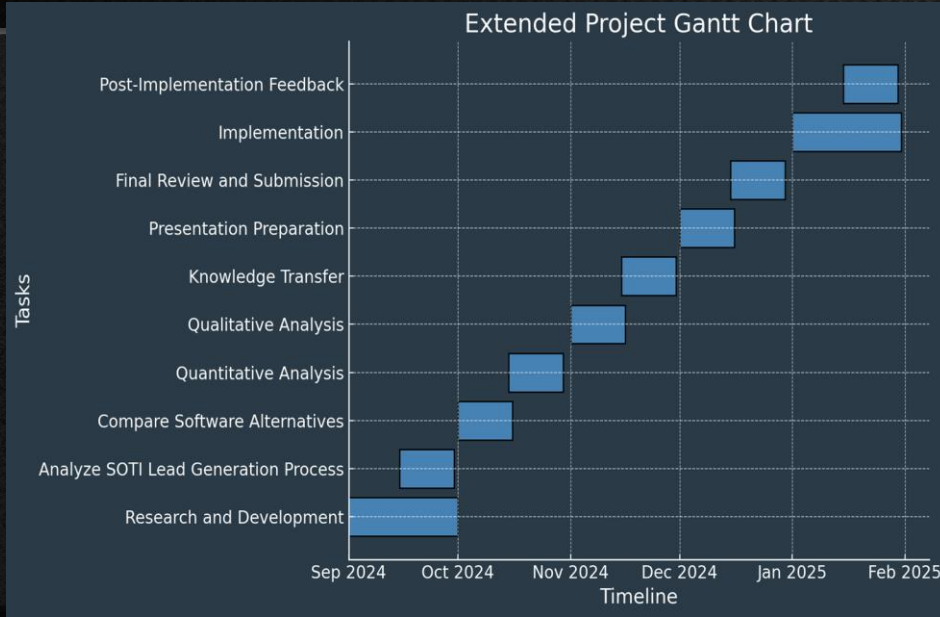

Objective/Goal

- Enhance SOTI's inbound call center efficiency to increase lead generation by 30% and conversion rates by 15%.

Key Challenges

- Limited capacity in lead generation.

- High dependency on manual processes.

- Inefficient conversion pathways.
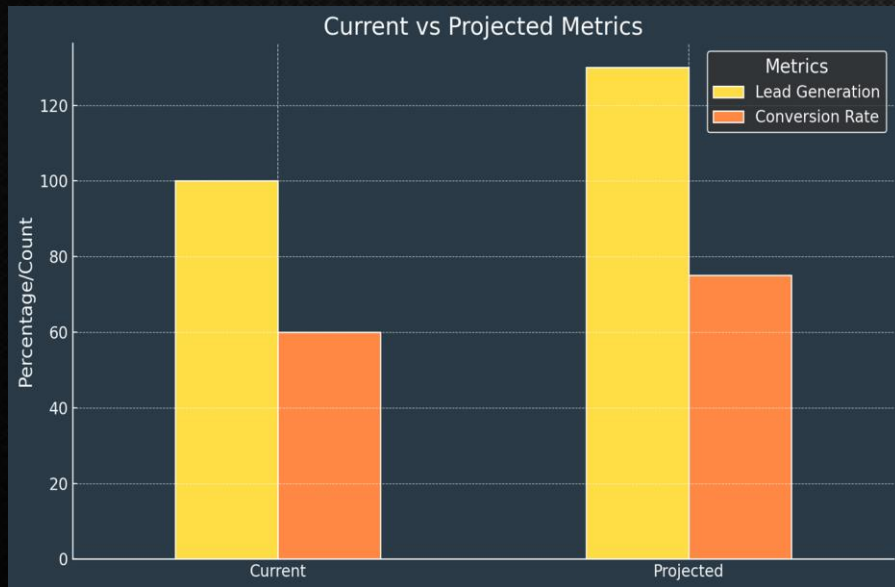
Extended Project Gantt Chart

Scope of Work

Tasks and Deliverables:

- Analyze current call center operations.
- Develop a robust risk management strategy.
- Implement a solution to meet business goals.

Approach to Delivery:

- Weekly updates and feedback loops with SOTI.
- Decision matrix for evaluating solution efficacy.

Project Objectives

Quantitative:

- Generate 30% more leads.

- Improve conversion rates by 15%.

Qualitative:

- Strengthen customer interactions.

- Enhance team efficiency through automation.

Constraints & Assumptions

Constraints:

- Budget: $10,000 allocated to labor and software tools.

- Implementation timeframe: 1-month

- Access: Limited to non-sensitive company data.

Assumptions:

- Weekly access to key stakeholders.

- Integration compatibility with existing tools.

Autonomous Sales Reps

AI powered Voice Assistants

Trained on sales agents voice and tone

Scalable yet personalized

Balances automation with human touch.

Automated Outreach

Focuses human agents on high-value tasks.

How Does it Work?

Automated Outreach

Scales lead generation with low-priority calls.

AI Voice Model Training:

AI Voice Model Training: Mimics agents' style using recorded calls.

Scalable and Adaptive

Feedback loops optimize performance adapting to different campaign needs

Human-Agent Focus

Nurtures leads and closes sales

Why this solution?

Lead Generation

- Multiple outbound calls simultaneously
- Expands reach

Lead Conversion

- Agents focus on high value leads
- Improves relationships

Consistency

- Maintain SOTI's brand tone
- Customer experience

Virtual Sales Platform

A second solution that optimizes the existing SOTI sales funnel

What is it?

CRM platform for clients to purchase and use SOTI products without relying on sales staff

Comparison to existing CRM's

Integrates directly with SOTI products and allows users to use the product through the platform

Benefits

Reduces friction in the sales process by making it easy for clients to purchase SOTI products

How Does it Work?

The service will enable users to purchase and use products all through one platform, the below steps display the general flow of the platform

Display product information and pricing

Generates a contract for product purchase

Support onboarding and direct product integration

Provides portal for technical assistance and IT support

Why is This a Solution?

Lead Generation

- Provides an easy link to be sent in sales campaigns

- Centralized system for generating leads

- Allows sales staff to focus outreach on more difficult targets

Lead Conversion

- Facilitates fast conversions without requiring human staff

- Reduces friction for potential clients

- Incentivizes purchases due to integrated onboarding and product support

Evaluation and Analysis

Project Risk

- It is essential to recognize and address potential risks that could impact project success.

- Identifying, analyzing, and planning for both AI integration and the virtual sales platform

Risk Register

Risk ID	Description	Impact (High/Medium/Low)	Likelihood (High/Medium/Low)	Mitigation Measures
R1	**Complexity of AI Integration**:	High	Medium	Conduct a pilot phase before full-scale deployment.
R2	**Data Security and Privacy Concerns:**	High	Medium	Adhere to SOTI's data privacy policies
R3	**Initial Cost and Resource Allocation for AI**	High	Medium	Create a phased implementation plan
R4	**User Adoption and Resistance**	Medium	Medium	Develop comprehensive training programs and engage in change management practices
R5	**Technical Limitations of the Virtual Sales Platform**	Medium	Low	Conduct usability testing and gather feedback from pilot users

Weighted Evaluation Matrix

A weighted evaluation matrix which compares success across various domains

Main Criteria	FINANCIAL		TECHNICAL			LEGAL		PERFORMANCE		SOCIAL		TOTAL
Weighting	20		35			16		40		10		121
Sub-criteria	Development Costs	Potential Revenue	Scalability	Performance	Maintainability	Cybersecurity	Confidential information security	Lead Generation	Lead Conversion	Customer Satisfaction	Employee Satisfaction	
Weighting	10	10	10	15	10	8	8	20	20	5	5	121
Alternatives												
Do nothing	10	1	1	1	10	10	10	1	1	1	1	40.45
Autonomous Sales rep's	3	10	8	9	4	6	6	10	10	8	8	87.36
Virtual Sales platform	6	5	8	7	6	6	6	5	7	6	8	69.18

Recommended Plan: Autonomous Sales Rep's

1

Reason 1

Provides better results with lead generation and lead conversion

2

Reason 2

Better user experience and performance

3

Reason 3

Worth the increased development costs and implementation difficulty

Implementation Plan

1-Month Implementation Roadmap

1

Day 1 - 5

Product design and choosing technology stack

2

Day 5 - 10

Proof of concept implementation
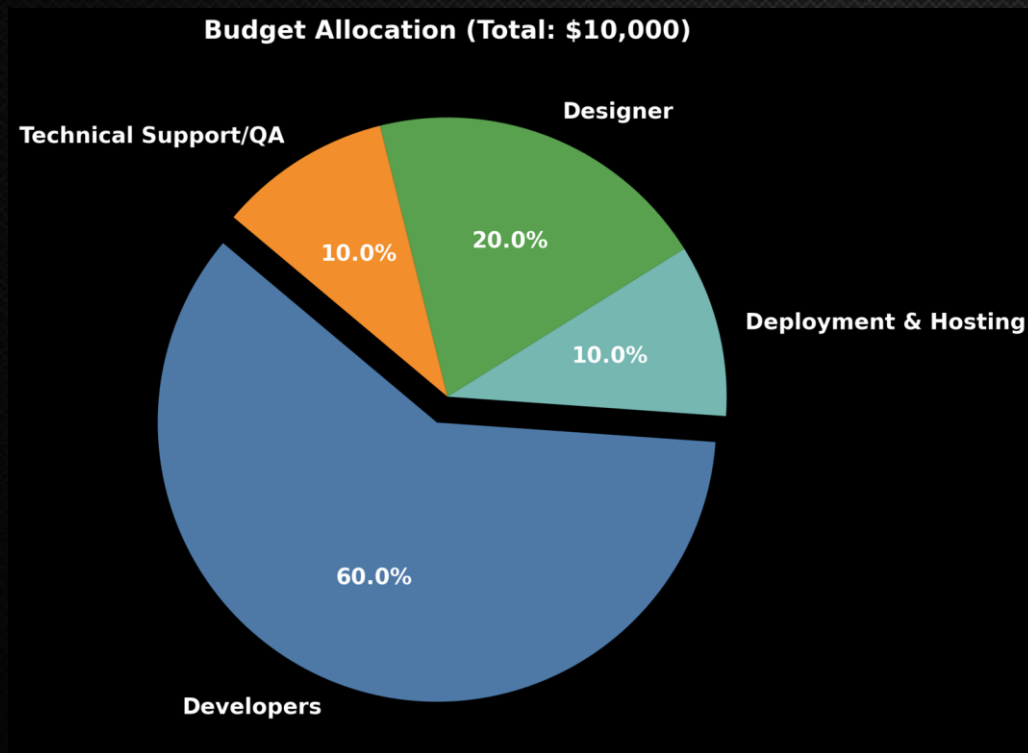
3

Day 10 - 20

Main product implementation

4

Day 20 - 30

Testing, bug fixing and refinements

Budget

Our budget is allocated across various staff members and deployment costs

In Conclusion…

- Recommended Solution: Autonomous Sales Representatives

- Implementation plan timeline is 1 month with a $10,000 budget

- This will aim to generate 30% more leads and improve conversion rates by 15%

Thank You!

Feel free to ask any questions

SOTI®