

Point of View

August 2024



Industry trends

\$298B

in revenue growth potential across OEMs tied to enabling tech in sales (CX, enhanced selling process, refined pricing)

Growth of subscription business models to unlock new revenue streams



Efficient growth

eclipsing "growth at all costs" mindset

30%

revenue increase in service business for companies that develop an effective GTM strategy

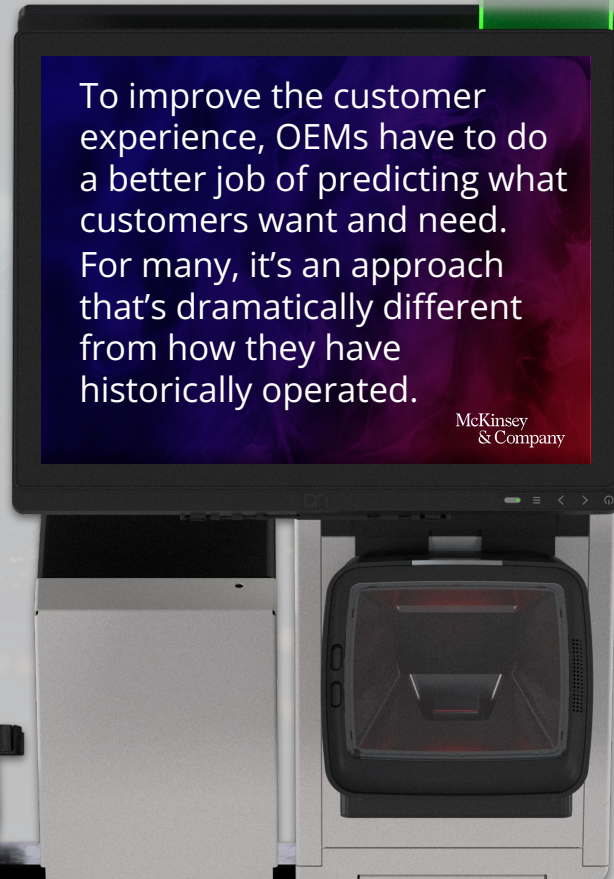
80%

of B2B sales interactions will occur on digital by 2025



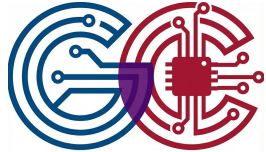
To improve the customer experience, OEMs have to do a better job of predicting what customers want and need. For many, it's an approach that's dramatically different from how they have historically operated.

McKinsey
& Company



Technology Company is prioritizing **durable revenue growth**

Improving sales and customer experience, and prioritizing high-margin business with consistent cash flow, all while minimizing cost



1

Continue to invest in people to **deliver world-class service to customers**

2

Accelerate revenue growth by leveraging GC Series innovation combined with **improved commercial execution**

3

Improve operating profit through **gross margin expansion** and maintenance of strong **operating expense discipline**

4

Execute on levers to better linearize quarterly seasonality and improve **free cash flow conversion**

Our partnership priorities

Customer centricity: Continue to invest in people to deliver world-class service to customers

Leverage Technology Company's data to deliver **proactive and personalized customer experiences**

Commercial execution: Accelerate revenue growth by leveraging DN Series innovation combined with improved commercial execution

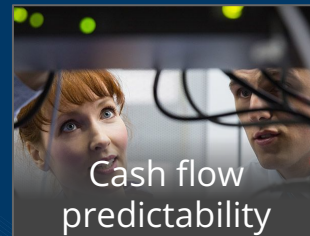
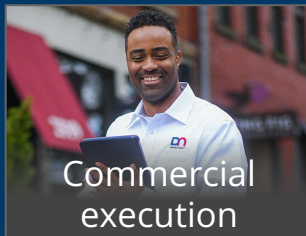
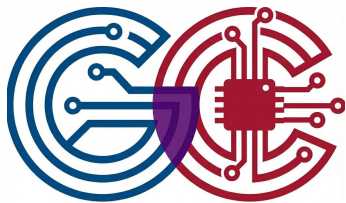
Deploy, scale, measure, and refine targeted prospecting plays to build **market share**

Operating margin expansion: Improve operating profit through gross margin expansion and maintenance of strong operating expense discipline

Maximize rep efficiency and effectiveness to minimize **cost of customer acquisition**, while targeting **high-margin GTM motions**

Cash flow predictability: Execute on levers to better linearize quarterly seasonality and improve free cash flow conversion

Align data signals and efforts on sales plays that generate **consistent revenue**, including **post-sale customer value maximization**



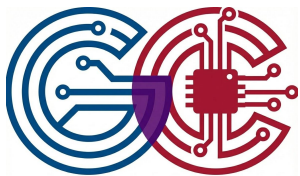
Centralize and structure omni channel communication

Connect first & third party buyer signals for **AI-conducted prioritization**

Capture and analyze the voice of the customer

Enhance management and cross-functional **visibility**

Connect in the right place	Improve seller efficiency	Expand market coverage without hiring additional sellers	Embed GTM prioritization into workflows
Meet buyers at the right time	Equip sellers with tools for greater impact	Improve effectiveness to reduce customer cost of acquisition	Connect post-sale signals to maximize LTV and drive consistent revenue
Interact with customers in the right way	Improve sales team performance	Connect customer feedback to product owners	Reduce internal service costs through improved virtual servicing
Deliver an optimal experience across the customer journey	Improve management visibility	Focus GTM efforts on high-margin items	Drive forecast accuracy and insight



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