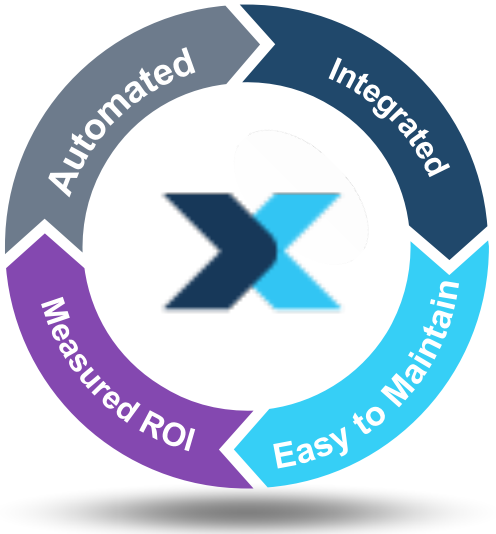
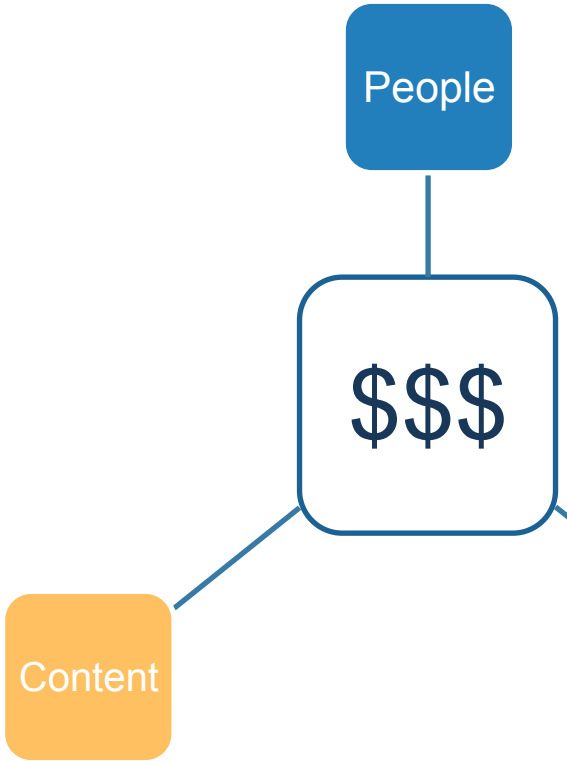
Enablix Introduction

- Founded in Early 2016
- For B2B Marketing/Sales Teams
- SaaS Product
- Our Customer's Profile
  - B2B Technology Companies
  - Focus on Sales Enablement
  - Multiple Content Repositories



The Problem



- Sales
- Marketing
- Product Management
- Customer Success
- Delivery/Services
- Domain Experts
- Business Development
- Alliances

It is <u>expensive</u> to enable sales with content and intelligence.

- Product
- Competitive
- Analyst/Press
- Market/Industry
- Go To Market
- Legal
- Project
- Sales Process
- Campaigns
- Sales Plays

- CRM
- Email
- Corp. Social Networks
- LMS
- Mkt Automation
- Wikis
- Chat
- CMS (Sharepoint, Box etc.)

Automate Content Recommendation

SALES TRIGGERS

- Search
- Email Request
- New Opportunity
- Updated Opportunity
- New Training Module
- Lead
- Time Lapse
- New Sales Rep Hire
- Marketing Campaign
- Product Launch
- End of Quarter
- Deal Close - Won/Loss
- Customer Meeting
- New Content
- Marketing Event
- External Event

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Recommendation Engine

- CRM
- Marketing Automation
- Sales Portal
- LMS
- Email

SALES

Enablement Challenges

Marketing Efficiency

- Content difficult to organize
- Custom tagging does not scale
- Lack of quality control
- Content in multiple sources
- Manual content distribution

Sales Content Success

- Sales can’t find content
- Content search fails
- Sales reps don’t pull content
- Reps don’t need new apps

Data Driven Enablement

- Low content ROI
- Cannot track coverage
- No insight in to sales needs
- Lack of best practices