

The Business Case for Vivun



60%

of the sales process is spent validating technology.

PreSales is involved in the longest and most critical part of the sales cycle. After your buyers realize they have a problem and begin looking for solutions, they look to you to demonstrate why your solution is ideal. In that moment, they want to see unique, differentiated value.

Enter the PreSales team – which masterfully blends sales, consultative and technical skills to help your prospects and customers make decisions. In a recent Gartner report, buyers cited Sales Engineers as the most preferred resource to engage with to learn more about products and services.

This is why the fastest growing and most innovative companies are investing more in their Sales Engineering function. These organizations recognize that “flooding the zone” with more sales reps is not a sustainable path forward, and that a scaled, flexible productive Sales Engineering function can increase conversion, drive higher deal size and reduce cycle times.

The investment goes beyond people and processes, and into technology that empowers PreSales to do their unique line of work. Without a purpose-built solution, organizations face significant alignment challenges that impact their abilities to drive efficient growth, specifically:

- Misaligned Sales and PreSales processes
- Misapplied PreSales time and effort on low value and/or high risk opportunities
- Product roadmaps misaligned with market needs
- Messaging and campaigns misaligned with target audiences

This is why Vivun exists. Vivun is a single platform to run your business of PreSales – including all operations activities, demo automation and product-field alignment. Vivun sits between your CRM and your Product Lifecycle Management solutions, and integrates with all the collaboration tools you and your team already work with. Vivun is how the world’s most innovative companies scale PreSales and demonstrate business impact.

Vivun customers view their investment as a massive unlock for both their product and go-to-market strategies. While most companies have invested in both product management and revenue technologies, the investment in PreSales technology essentially clones the best Sales Engineers, and allows this vital function to be in more places at once.

With Vivun as the link between product development and revenue teams, customers are able to realize tangible benefits in both areas. Product teams get the insights they need to build products that better fit their target audiences and revenue teams get more from the team their prospects and customers prefer to engage with the most.

35 – 40%

Increase In Technical Win Rates

PreSales teams struggle to capture and codify best practices, as winning behaviors can differ across segments, industries and geographies. With Vivun, you will drive a scalable and repeatable Technical Sales Process, with insights and recommendations powered by the **Vivun Intelligence System**.

HeroScore™ provides a holistic view of how deal dynamics change over time from the technical point of view. **TechWin Coaching** delivers deal summaries and actionable recommendations next steps directly to improve conversion, increase forecast accuracy, and drive repeatable wins. Vivun's real time Salesforce integration means forecast insights are surfaced in real time, and that PreSales, Sales, and Sales Operations are aligned and empowered to take actions that proactively address at-risk opportunities.

30 – 35%

Decrease In Sales Cycle Time

PreSales teams spent the majority of their time preparing and delivering product demonstrations, but as much as 30% of demos are poorly qualified, robbing your team of valuable time that could have been applied elsewhere. With Vivun, you will build and deliver interactive product experiences that resonate with all members of your target audience and surface insights that position your team respond accordingly, reducing the time it takes to close opportunities. **Product Capture** allows you to capture the front-end of your product and **Demo Building** lets you customize text, add tooltips, and embedded videos and images. You will collaborate on demos with the entire PreSales team to scale creation and never start from scratch, and empower your sales, marketing and customer success teams to share your value story at scale. **Demo Insights** allow you to track engagement metrics for each experience and show you how your buyers engage over time, allowing you to identify winning demos.

\$3B

In Recognized Product Opportunities

Sales Engineers have the opportunity to be the most effective team in capturing prospect and customer feedback about your products and solutions, as they run the technical sales process designed to secure product fit. Most often, PreSales team captures sentiment in random tools and applications and struggles to get feedback to the product team in a format and manner that allows them to execute. **Feature Request Capture** in Vivun allows your team to tie product gaps and opportunities to active opportunities, and **Feature Request Clustering** continuously analyzes, classifies, and creates named groupings of requests to deliver valuable prioritization insights and spot trends. **Deal Revival™** automatically alerts sales teams when product updates impacting previously lost opportunities have shipped and integration with your Product Lifecycle Management solution gets Product and PreSales on the same page, and better aligned to develop revenue-centric roadmaps.

5 – 10%

Increase in Time Spent Technical Selling

PreSales teams can spend as much as 70% of their time on non-revenue generating activities, and with the automation Vivun provides, your team can spend less time documenting activities and responding to ad-hoc requests, and more time delivering value. A dedicated **PreSales Workspace** gives your team a place to manage opportunities, track activities and capture insights. **Calendar Intelligence** automatically links events, activities and opportunities, to provide insights on activities and performance, without adding administrative overhead. **Smart Assignments** recommend the best Sales Engineers for opportunities, based on availability, experience and skill set to improve resource management and allocate resources.

5 – 10X

ROI

By leveraging Vivun to support product and go-to-market strategies, Vivun customers can expect a substantial return on their investment.



Assumptions: \$250M Total Revenue, 10% Annual Growth, 50 Sales Engineers, Average Comp. \$175K

Your Vivun Account Team can set up a custom Value Hypothesis to outline typical improvements expected.

Why Vivun

PreSales teams do more than demo products. Vivun is the industry's only solution designed to support the unique work of Sales Engineering, and has clear advantages over traditional approaches and alternative solutions.



Unified Platform

Everything PreSales teams need to enable the use cases which support the strategic initiatives relevant to their companies in this market – all from one vendor.



SE Copilot

Generative AI capabilities for PreSales to provide new abilities, insights and recommendations to drive operational efficiency and support decision making.



Vivun Intelligence System

Expertise based on decades of experience, industry best practices, and data from tens of millions of PreSales activities across hundreds of thousands of sales opportunities.



Xpert Analytics

PreSales metrics that matter. KPI's with a point of view based on deep domain expertise to drive brand new insights to run a modern go-to-market.