

CASE ORTEC

ORTEC is the world's leading supplier of mathematical optimisation software, dedicated to helping companies from various industries to make better, data-driven decisions. With 17 offices around the globe and more than 1K employees, **ORTEC'S decision support software has optimised the business processes of +1,200 leading companies**, making a significant contribution to a more sustainable world.

THE PROBLEM

- ORTEC sales people had to invest multiple working days per prospect to create a price/value proposal, a.k.a. "Business Case", given their very rich but **time-consuming estimation process**, leaning on several people's expertise, customer input, KPI's, and database validation.
- The **buyer experience was close to zero**. No use of dynamic, engaging content for an often difficult to understand product.

"Believe and practice what you preach. Optimization of business processes not only for prospects and clients but also for your own sales force. By sales, for sales."

Vincent Lemmens
Marketing Director ORTEC BENELUX



THE DREAM

- **Speeding up the creation of Business Cases** through automation without losing the in depth customer input and connection.
- Easy to understand, **nice visualised value proposition** tailored to the prospect's current situation.
- Delivering a **consistent brand experience** across different markets and industries.

THE SOLUTION

BUSINESS CASES

Audience Advantage and ORTEC co-created the so-called "**Business Case Tool**", which enabled the sales force to easily quantify the value of ORTEC'S software solution. Based on a quick survey to define the prospect's current situation, the tool auto-compiles a report that provides an **easy-to-understand overview of the potential ROI** increase that ORTEC's software can generate.

This is how ORTEC applies "**VALUE SELLING**" in a digital, efficient and effective way.



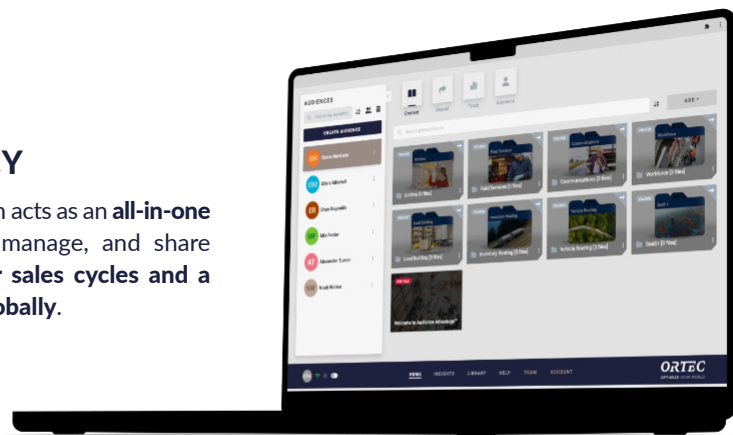
MORE BUYER EXPERIENCE

Audience Advantage re-worked ORTEC's customer-facing sales content, enabling **interactive, engaging sales conversations** driven by dynamic views, videos and value visualisations.



BRAND CONSISTENCY

The Audience Advantage platform acts as an **all-in-one sales hub** to create, present, manage, and share business cases, ensuring **faster sales cycles** and a **consistent brand experience globally**.



17% increase in offers sold

28% less time spend on creating offers



TESTIMONIAL

"With Audience Advantage we now have one portal for all our sales material and we are able to automate the process of business reporting with prospects, professionalize our sales pitches and standardise the sales story. Gaining a better understanding of the sales funnel, the DMU of your prospects and being able to respond to this makes a big difference in a long and often complex sales cycle."

Georgios Sarigiannidis
Managing Director Sales Enablement & Industries



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