

ELEVATE PRESALES WITH

Vivun's AI-Powered Platform

vivun.

Introduction

Artificial Intelligence (AI) is revolutionizing the realms of computation, interaction, and our overall perception of the world.

Despite the longstanding presence of the foundational technologies, it's the emergence of Generative AI and Chat GPT that has propelled discussions on AI to unprecedented heights.

As we develop a collective comprehension of AI, conversations surrounding the profound alterations it can bring to industries,

business models, and operational functions have gained remarkable momentum. This necessitates leaders across all roles and capacities to grasp the ramifications of AI on their strategies and their capacity to effectively implement them.



Leveraging AI/ML to Grow Revenues and Reduce Costs

AI is set to transform B2B Sales forever.

As Revenue Leaders look to Revenue Technologies to optimizing sales productivity, investing \$17 Billion in spend in 2022. These technologies span the ability to help sales build and inspect pipeline, manage opportunities and expand within accounts.

The emphasis is on AI-driven solutions that have a proven track record in cost reduction, such as rapidly identifying lucrative leads, as well as aiding revenue growth by offering next-best-action recommendations to seal deals or secure higher value transactions.

Gartner estimates that enterprises can expect a 15% revenue growth if AI technologies are implemented in their lead to revenue processes.

Source: Gartner, Applying AI in Business Domains, December 2022



The Complexities of Modern Go-to-Market

In the past, both product and go-to-market models were uncomplicated and direct:

- Product teams released updates at regular intervals
- Marketing team generated leads based on these changes
- Sales teams to qualified and convert these leads into revenue

But the landscape has changed.

Buyers want a seamless, hands-on experience that immediately demonstrates the value of the product. This approach demands continuous iteration and improvement based on feedback and market trends, with leading organizations staying agile to meet changing customer needs and outpace the competition. The companies who can do this the fastest - win.



Enter the PreSales Team

At the nexus of a product-first strategy resides the PreSales Team.

This team of technical experts bridge the gap between the product vision and customer use cases and outcomes. PreSales teams possess a unique blend of sales, consulting, and technical skills, positioning them as invaluable resources.

They also provide Product & Engineering teams with essential insights and context, enabling prioritization of product decisions and the development of solutions that truly cater to customer needs.

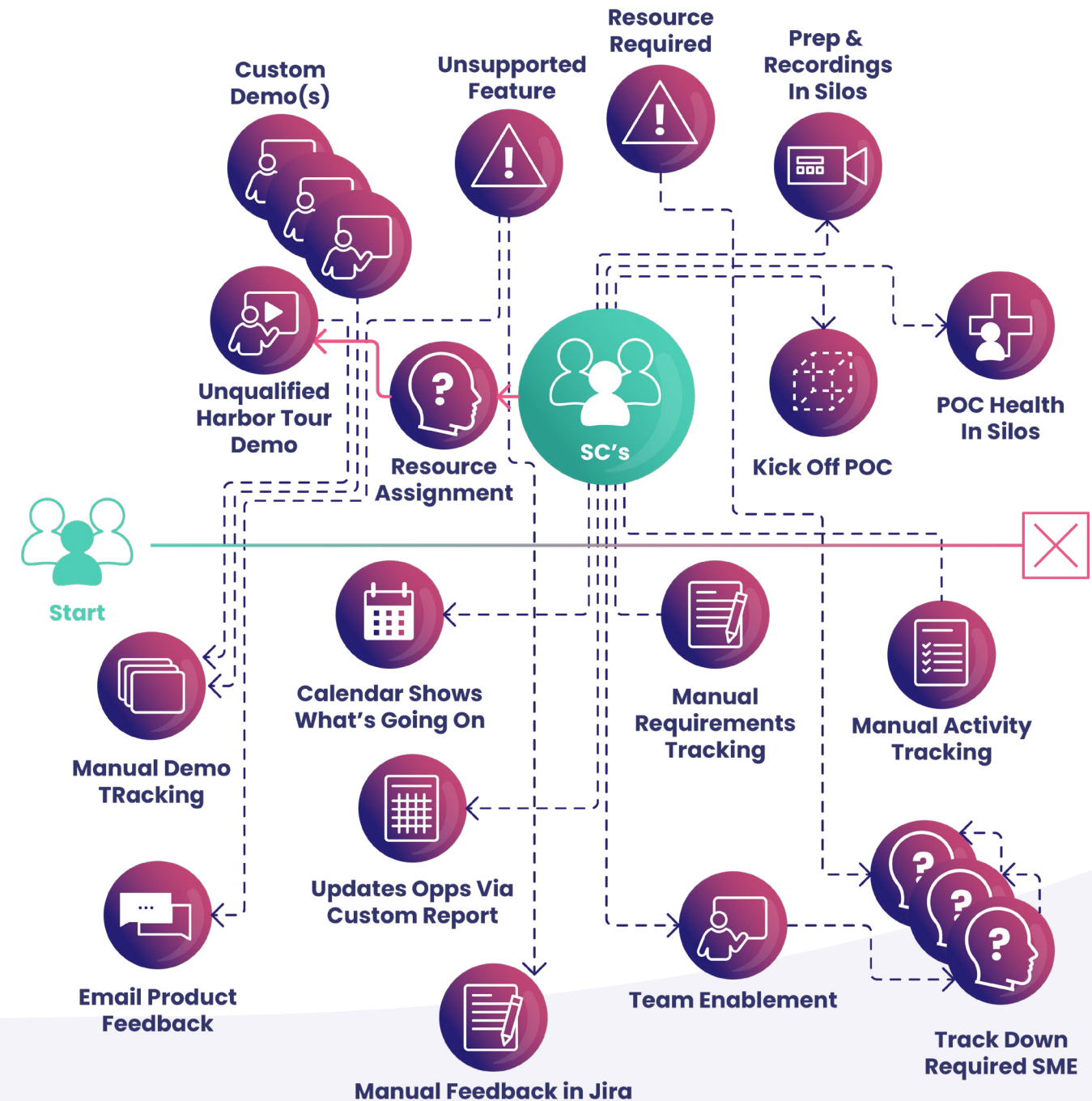


The PreSales Team Struggle

Despite being one of the most critical levers for growth, the PreSales teams has not been given the tools they need to be as successful as possible.

A **lack of visibility** and information silos hinder our ability to make informed decisions, leading to misapplied effort and unforeseen forecast risks. The **poor interface between our field and product teams** creates further hurdles, with customer-informed R&D suffering and roadmap priorities often misaligned. This **friction extends to our deals**, mired in manual processes that result in low win rates, reduced attainment, and a high cost of sales. Longer sales cycles not only impede growth but also contribute to scalability concerns and potential burnout among our sales counterparts.

Ultimately, this intricate web of challenges translates into significant revenue losses, amplified costs, and glaring inefficiencies that demand immediate attention and innovative solutions.



AI Accelerates PreSales Performance

PreSales - as a function of working in separate systems to support their process - deals with large volumes of unstructured data.

The opportunities Sales Engineers work through are complex and involve difficult to predict paths to revenue in a relatively short time frame. Leaders need ways to scale effective mental models, data, patterns and predictions so they can scale the sharing of tribal knowledge to increase effectiveness.

The best PreSales teams in the world leverage collective intelligence to do their best work. Their leaders need ways to scale mental models, data, patterns, and predictions so they can share tribal knowledge more broadly and increase team effectiveness.

This is Why Vivun Exists

It is no longer scalable or sustainable to leverage custom-developed solutions to deliver on these requirements.

You're tasked with achieving double the revenue without increasing the team. You need a built for purpose solution that to empower PreSales teams to unlock revenue and dominate your market.

Vivun - an AI-Powered PreSales Platform - works where PreSales teams already do their work. It doesn't burden the team in the process, it easily captures team data, it makes informed recommendations, and it amplifies the collective intelligence of the team.

Technical Solutions need
Technical Sellers.**Technical
Sellers need Vivun.**

15%
**INCREASE IN
WIN RATE**

25%
**DECREASE IN
CYCLE TIME**

35%
**INCREASE IN
TIME SPENT
SELLING**

What If Your Sales Engineer Had a Co-Pilot?

Imagine a world where your sales engineer, the trusted co-pilot of your sales team, had an extraordinary companion. This co-pilot wasn't bound by time zones or the limits of human capacity. It was an ever-present, always-on, AI-powered partner, dedicated to optimizing, automating, aligning, and analyzing every aspect of your sales process.

What if this co-pilot wasn't just powered by technology, but by the unmatched expertise of the foremost minds in the world?

Imagine having the insights and recommendations of the top experts in your industry, guiding your every move. Picture the confidence and edge it would give you in the competitive realm of revenue growth.

In this vision, your sales engineer becomes an unstoppable force, equipped with the knowledge and strategies necessary to succeed more often, to uncover hidden opportunities, and to address potential pitfalls before they even arise.



SE Copilot

This isn't science fiction; it's today's reality. The synergy of human expertise and AI capabilities is reshaping what's possible in sales. It's a partnership that transforms the ordinary into the extraordinary. As your sales team ventures into this new frontier, guided by an AI co-pilot fueled by the best minds in the world, they're not just aiming for success – they're setting the standards for it.

Welcome to the era of limitless potential, where your sales engineer's co-pilot isn't just a tool; it's a game-changer, a visionary, and the key to achieving unparalleled revenue growth.

SE Copilot is a transformative solution that leverages AI capabilities that use Large Language Models to provide PreSales teams unparalleled recommendations and operational efficiency.



5 Ways AI Levels Up PreSales Teams



Managing and Scaling Teams

Enables workflows aligned to best practices that the entire PreSales team can follow.

- Calendar Intelligence
- Smart Assignment



De-Risking the Deal Line

Apply a technical point-of-view on your pipeline enables you to focus attention on the deals most likely to close, and which ones to walk away from.

- TechWin Forecasting
- TechWin Coaching



Product-Field Alignment

Centralize all feature requests from the field, helping the company prioritize what to build in order to drive revenue now.

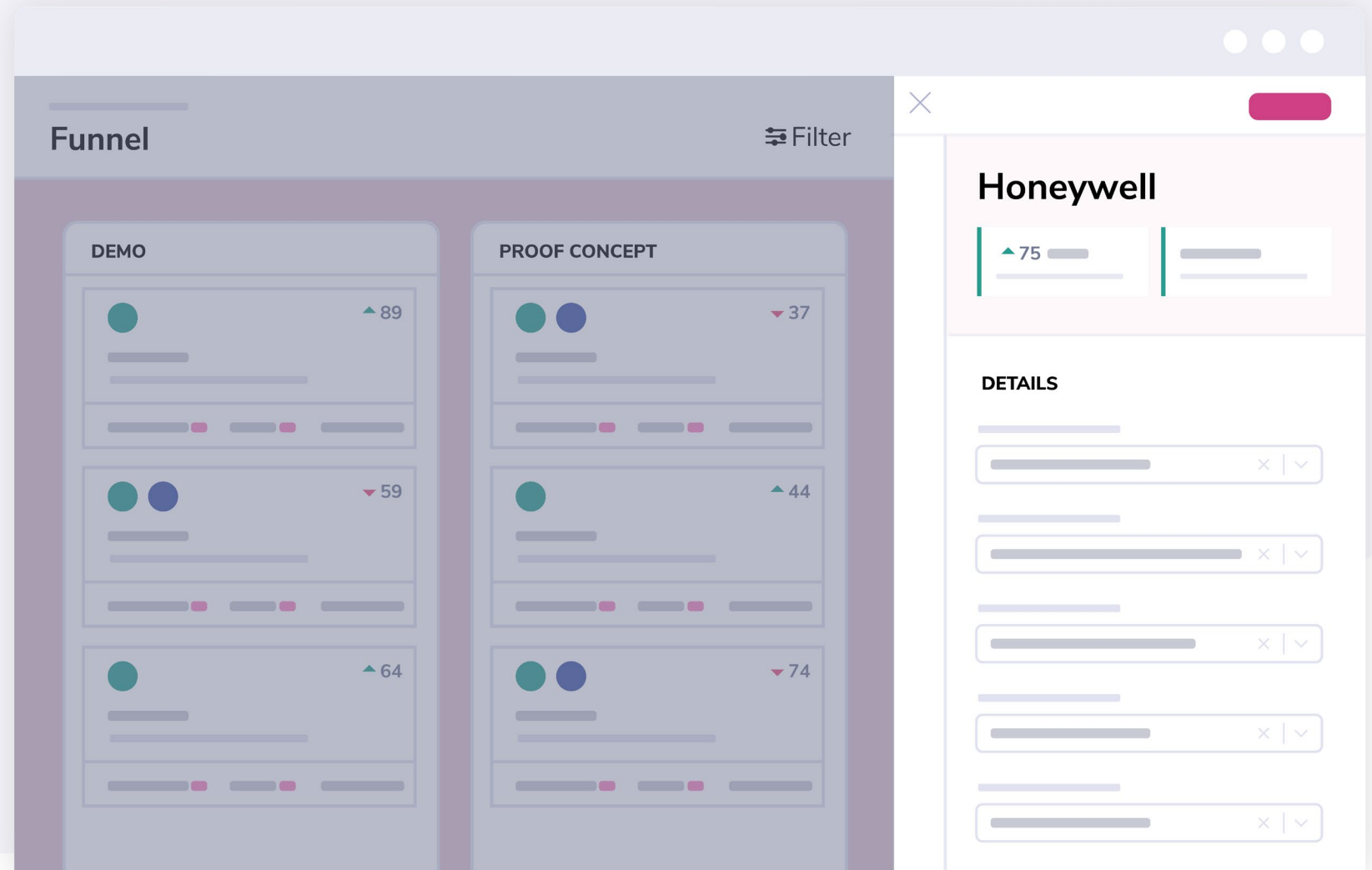
- Feature Request Clustering

Managing & Scaling Teams

Improving the effectiveness and efficiency of the PreSales team hinges on the ability to understand where the team is focusing their time and effort. However manually tracking time and allocating resources is time consuming and error prone. Vivun automates this for PreSale leaders, so that adjustments can be made to drive repeatable and efficient technical wins.

Calendar Intelligence

automatically classifies a sales engineer's calendar events as selling activities to provide unparalleled visibility into team metrics and performance without administrative overhead.

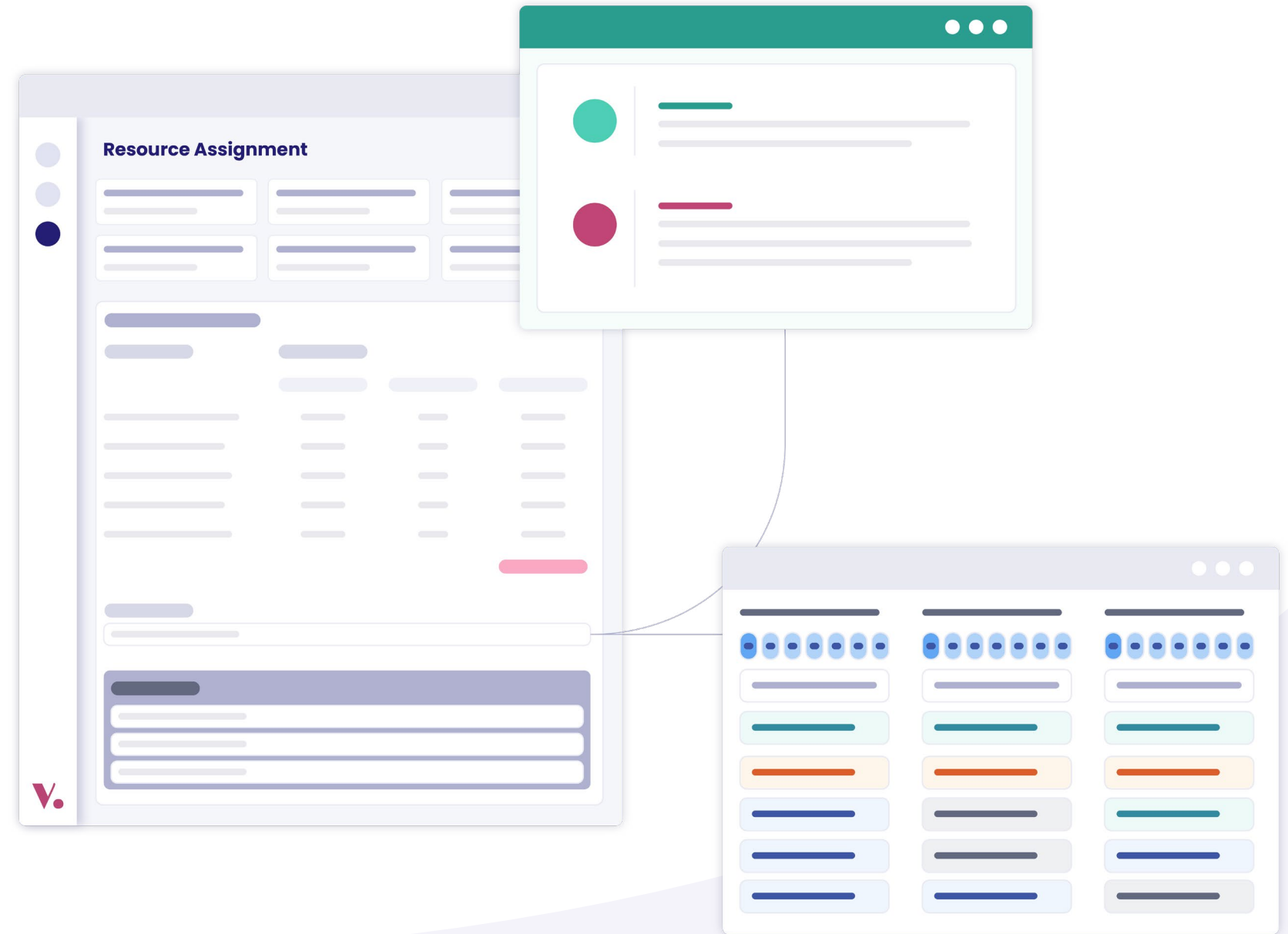


Managing & Scaling Teams

Automating PreSales team assignments through machine learning and domain expertise eliminates bias, optimizes teams, and removes bottlenecks. This innovation ensures optimal resource allocation based on merit, constantly improving team composition, and accelerating our responses to opportunities. It's a game-changer that drives excellence and efficiency in our operations.

Smart Assignment

recommends the best PreSales team members to pursue sales opportunities based on availability, experience and skill set to improve resource management and team performance. Natural Language Context provides full explanation as to why the specific resources being suggested, and Chat enables the requestor to further suggest assignee's skills or request alternative recommendations.



De-Risking the Deal Line

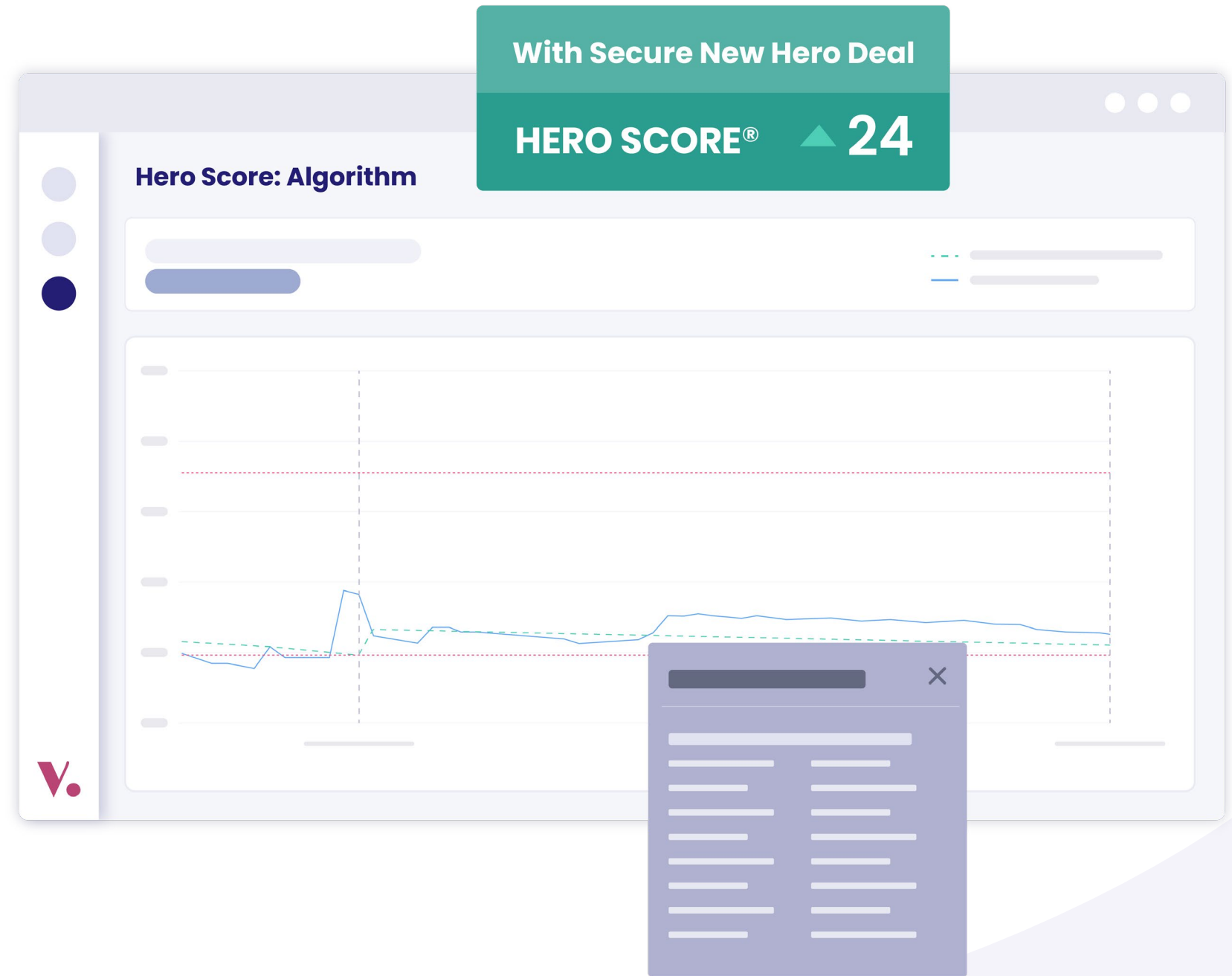
PreSales serves as the technical conscience of deals, ensuring the technical aspect is considered. However, gut feelings or articulation limitations can pose challenges. Vivun's AI-driven Hero Score enhances forecasting by quantifying the technical aspect and aligning the opportunity team.

TechWin Forecasting

uses a time-services context to understand how deal dynamics change over time, accurately decomposes inputs to understand the impact of change on the score. In applying an understanding of similar deals, it ensures PreSales knowledge is used in the calculation, fostering trust.

TechWin Coaching

delivers detailed deal summarization at a glance, providing a meaningful understanding of positive deal trains, the biggest impacts to the HeroScore, and recommended actions teams can take to improve the score, which improves conversion and increases forecast accuracy, while fostering scalable and repeatable behaviors.



// Sales can sometimes fall victim to ‘happy ears’ – you want a repeatable, credible way to enter that conversation with a PreSales perspective.”



Toby Penn, VP of PreSales

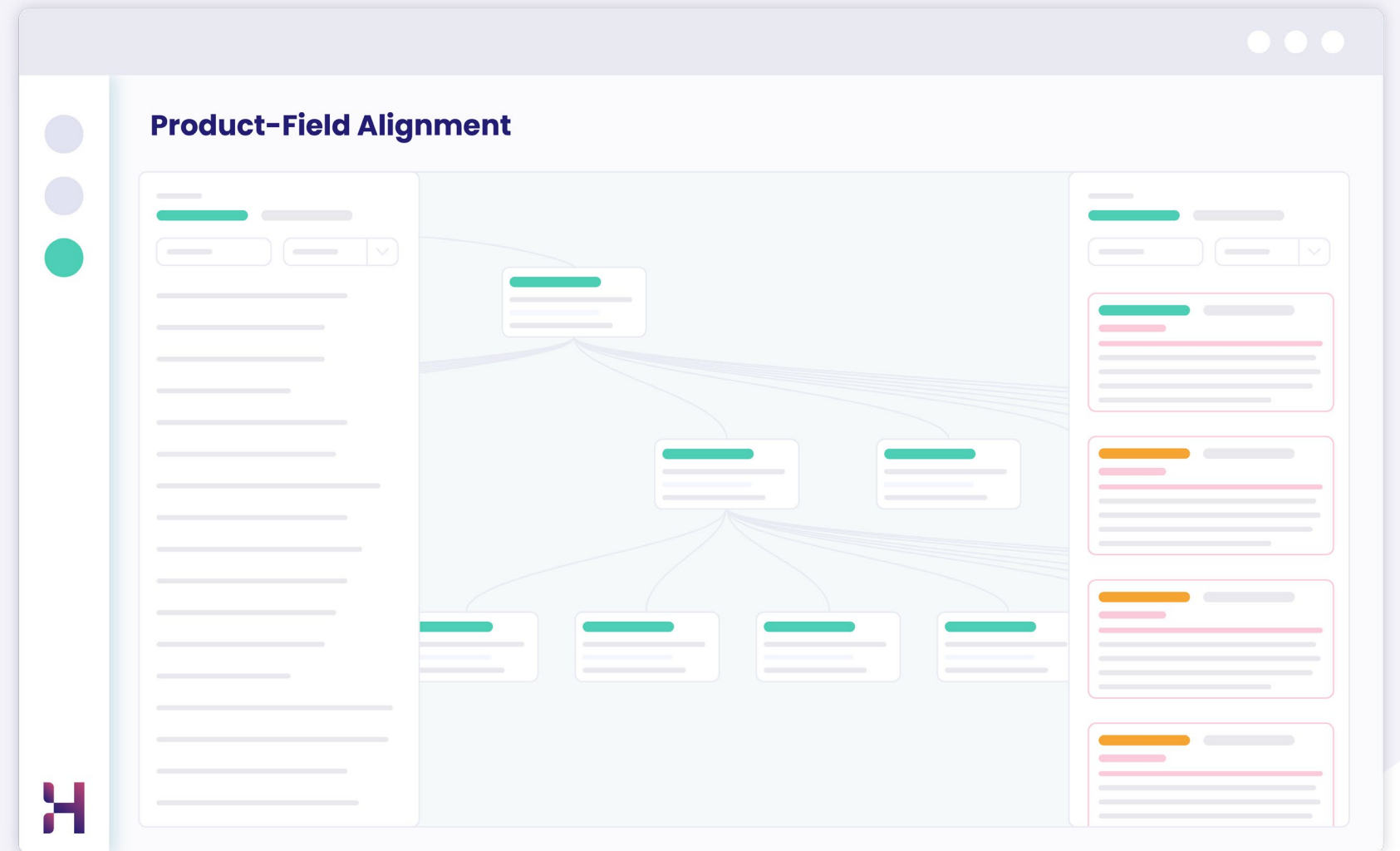
 **Recorded Future®**

Aligning Product & Field Teams

PreSales teams are the technical experts working closest with the target audience, which positions them to provide valuable insights that shape product development. However, communication with the Product Team can be challenging, leading to missed opportunities and product improvements. PreSales teams aim to provide actionable insights for the product roadmap, but manual processes can be cumbersome, error-prone, and noisy. This often results in prioritization based on large deals or vocal opinions, rather than data.

Feature Request Clustering

continuously analyzes, classifies and creates named groupings of product feature requests from prospects and customers to deliver valuable prioritization insights to help product teams deliver a more revenue-centric roadmap. Vivun uses Natural Language Processing to group gaps, creating clear labels for common issues. It also suggests new product categories based on incoming data, helping Product teams identify market needs more effectively and reducing duplicate requests.



// With the product intelligence we've derived from Vivun, we've been able to **close opportunities faster**, because we are focusing on the right features. **I can tie at least a 10x ROI to our use of Vivun."**



Nick Durkin, Field CTO



The Vivun Difference

We built the AI-Powered platform for PreSales so you wouldn't have to.

Even with the commercial availability of AI/ML solutions - the likelihood and feasibility of building and maintaining a system like Vivun comes with risks and significant opportunity costs. Attempting to build such a platform in-house might seem tempting, but it is crucial to recognize the complexities and challenges involved. This kind of undertaking typically falls on overworked Sales Ops or Business Operations teams who

have competing priorities and are confined to inflexible CRM customizations.

Since inception, Vivun has been focused on increasing the abilities effectiveness and the effectiveness of PreSales teams. With Vivun, PreSales teams are served actionable insights that help them see around corners through a system that removes the friction associated with mundane tasks and gathering data.

Projected Costs to Build a PreSales Platform

42,503
HOURS

\$4.52M
TIME & MATERIALS
COST

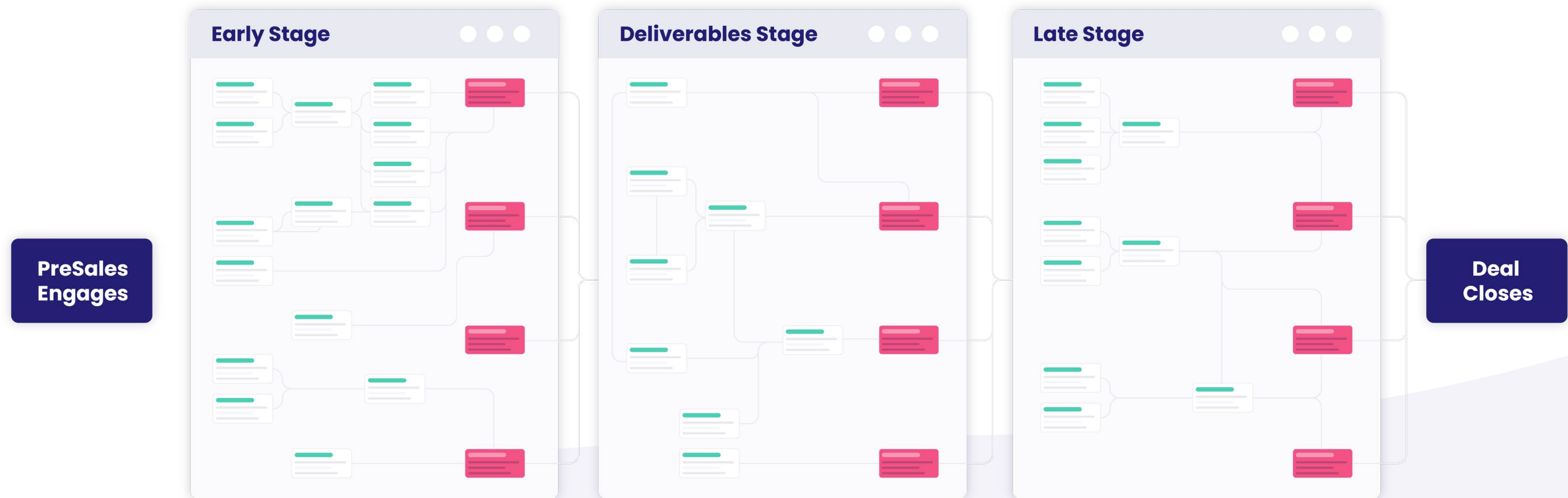
50%
VALUE

???
OPPORTUNITY
COSTS

The Vivun Intelligence System

Vivun solutions are powered by the **Vivun Intelligence System** which models the human expertise of the best PreSales teams in the world. It combines decades of experience, industry best practices, thousands of sales opportunities, millions of PreSales activities, and the ongoing council of the foremost leaders in the industry.

The **Vivun Intelligence System** is integrated into all of our products, using AI/ML methods to offer precise, actionable recommendations, empowering PreSales teams to make informed decisions with confidence.



Stage-specific PreSales Concerns Stage-independent PreSales Concerns

Elevate PreSales with: Vivun's AI-Powered Platform

Our AI Guiding Principles

PreSales Domain Expertise is the foundation of our competitive advantage, and our approach to artificial intelligence is informed by several core tenets:

Immediate Value:

PreSales teams don't have the luxury of time when it comes to working deals, so we want our users to receive guidance from our AI from the very first day they start using the Vivun platform.

Continuous Learning:

As the market and competition continue to evolve, so should the platform's ability to make predictions and recommendations. Our machine learning models adapt to changing dynamics and new data submitted by Vivun customers over time.

Explainability:

Insights surfaced as a result of our AI/ML work need to be accessible and actionable to everyone in the company—with clear and concise explanations for numerical outputs and prescriptive advice on next steps to take, as opposed to a “black box” solution.

Asking AI: What steps can I take to increase the likelihood of a technical win in my current deal?

Two possible responses:

Without the Vivun Intelligence System

“Consider meeting the customer in person and treating them to dinner.”

With the Vivun Vivun Intelligence System

“At this point in the Proof of Concept (POC), it's advisable to conduct further technical discovery followed by a custom demo tailored to the persona. I've included an example demo automation flow to help you get started.”



Gareth Thompson



/// You can try and do all of this in Salesforce, but it's not built for the workflow of technical sales... We wanted something built by PreSales people for the way we work, collaborate, and win deals." "Vivun is a fantastic platform for PreSales leadership. It is almost even better for the SEs as it provides a unified view of all open opportunities and allows our team to work in an efficient and organized manner."



Henry Sowell, VP of SE Operations



/// Before Vivun, we were stuck using spreadsheets and had to do a bunch of customized [CRM] work on our own. When you're constantly having to ask the same questions it becomes really hard to manage and be effective." "Vivun has given our CRO a way to understand if we are applying the team in the right areas in the field."

About Vivun

PreSales teams are essential to delivering the experience today's technology buyers demand. Providing Solutions leaders with the AI-powered ability to automate routine tasks and turn data into actionable insights lets them manage teams more effectively, align sales with product, and find ways to turn deal wins into repeatable best practices.

Vivun is the leading provider of PreSales software. Its AI-powered platform supports a family of products that enable B2B

businesses to accelerate sales and drive revenue more efficiently. With PreSales at the forefront of the modern go-to-market, organizations can manage their solutions teams globally, provide immediate access to products that fit, and scale their demo abilities without more headcount.

The world's leading companies power their go-to-market motions with Vivun.