



Do more with Salesforce

Transform your CRM to become a System of Insight

2021



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Success Stories



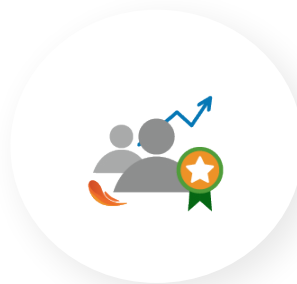
Leverage Salesforce

Squirro is an insight engine delivering AI-driven actionable insights:



SALES INSIGHTS

Opportunity Sourcing
Topline Impact



SERVICE INSIGHTS

Resolution Automation
Cost Reduction



COGNITIVE SEARCH

Combine enterprise
data with
SFDC's cloud setup



MULTI-ORG SEARCH

Single view across
Salesforce instances

Meet Squirro

The Augmented Intelligence Company

GLOBAL COMPANY

Augmented Intelligence Software Provider
Built by team of serial entrepreneurs
Global presence and partner network

A DIFFERENT APPROACH TO AI

A powerful insight engine for tangible
Decision Intelligence.

Industry and issue specific AI-Apps.

Build your own apps with the Squirro AI
Studio

References

CUSTOMERS



INVESTORS

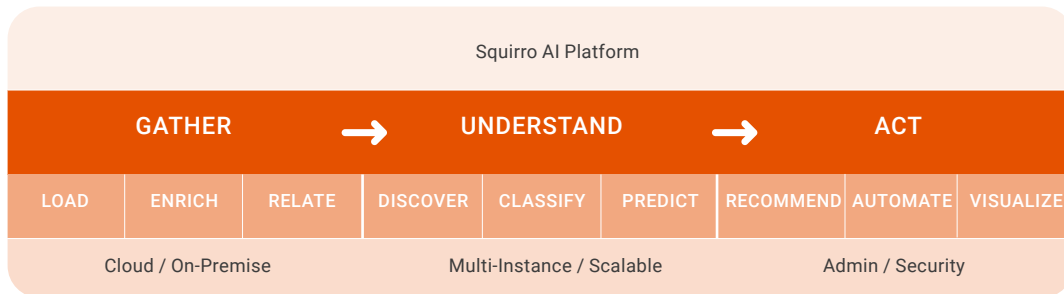


ACKNOWLEDGEMENT



A leading AI-platform

A powerful Platform empowering citizen data scientists!



Augmented Intelligence Product Suites

Vertical Specific Applications empowering business users!

SALES INSIGHTS (PRODUCT SUITE)

Financial services

- Investment Banking (IB)
- Corporate Institutional Banking (CIB)
- Institutional Asset Management (IAM)
- Real Estate Finance (REF)

Insurance

- Commercial Insurance
- Reinsurance
- Underwriting

Other verticals

- Manufacturing
- Pharmaceuticals
- Cross industry

SERVICE INSIGHTS (PRODUCT SUITE)

All verticals

- IT Service Management
- Customer Service Management

COGNITIVE SEARCH (PRODUCT SUITE)

All verticals

- Enterprise Search
- Web Search
- Knowledge Management
- Search for Salesforce

Applications

4 Solutions for radically simplified access to Insights



SALES INSIGHTS

OPPORTUNITY SOURCING

Get an intimate understanding of markets and customers embedded in Salesforce.

Double digit revenue growth



SERVICE INSIGHTS

RESOLUTION AUTOMATION

Get automated root cause analysis, service ticket assignment & auto-resolutions.

Cut time to resolution by 30%



COGNITIVE SEARCH

INSIGHTS DISCOVERY

Get the best in class cognitive search across all your data silos from within Salesforce.

90% improved search efficiency



MULTI-ORG SEARCH

360° AT A GLANCE

Get a single unified view across all of your Salesforce instances, in-context, real-time.

Cross-Org search, reporting & analytics

Customer Success

Do more with your Enterprise Data



AI SOLUTION

Almost 5,000 bankers across global locations up- and cross-sell with Squirro's AI-generated recommendations from multiple internal and external data sources.

+5% increase in cross- and up-sell opportunities



DECISION INTELLIGENCE

With Morningstar data into Salesforce, Squirro originates deals, alerts on risks, reduces meeting preparation time, provides customer sentiment and monitors peers' activity.

Added revenues exceeded investment in less than 6 months



INSIGHTS COCKPIT

Processing all internal and external data sources, Squirro offloads manual work for all underwriters, streamlining risk assessment and the preparation of all policies and renewals.

Two hours work saved daily, \$1M salary costs saved yearly



BANK OF ENGLAND

INSIGHT ENGINE

1,500 supervisors at the Prudential Regulation Authority of the Bank of England use Squirro Cognitive Search as their core workbench for assessing risks across the banking sector.

Skyrocketed efficiency and improved risk evaluation

Squirro and Salesforce

Value – Insights Driven Digitalization

Squirro adds to Salesforce

NEXT BEST ACTION RECOMMENDATIONS

- AI-driven approach tapping into any company data source
- Focus on non-SFDC data complementary to Einstein

CONNECTING THE DOTS

- Combine: On-Premise data sets with SFDC's cloud setup.
- Cut cloud compliance issues– Create system of Insight

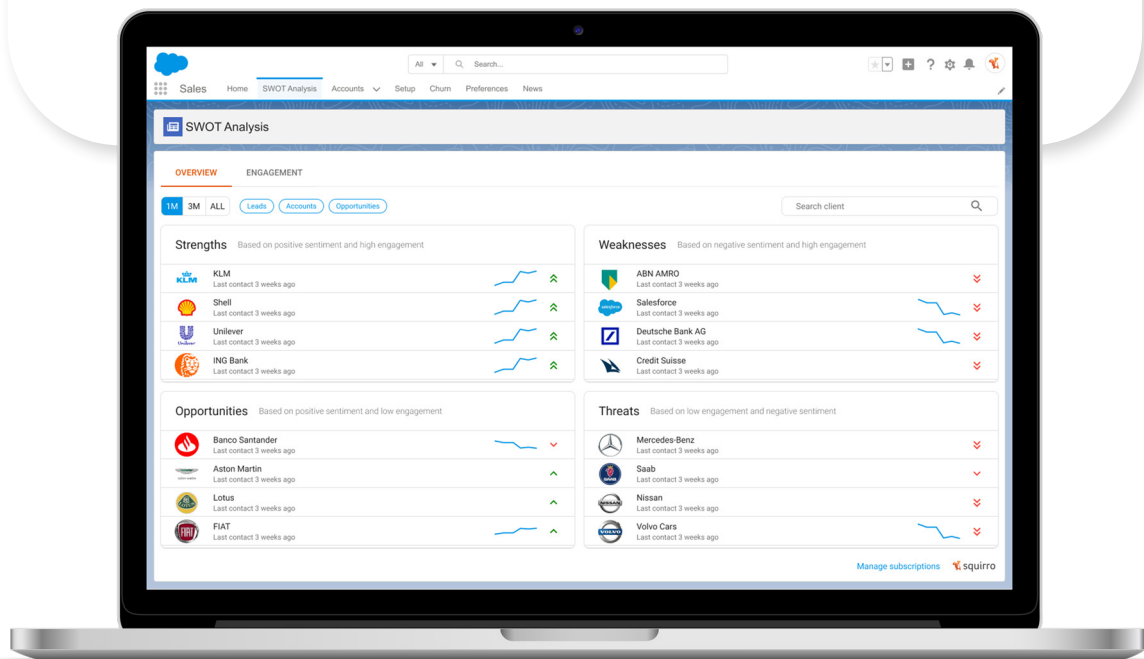
Driving Customer Success

DIFFERENTIATE

- Help customers succeed in the Insights Economy

GROW

- Expand SFDC coverage by improving business operations



Approach

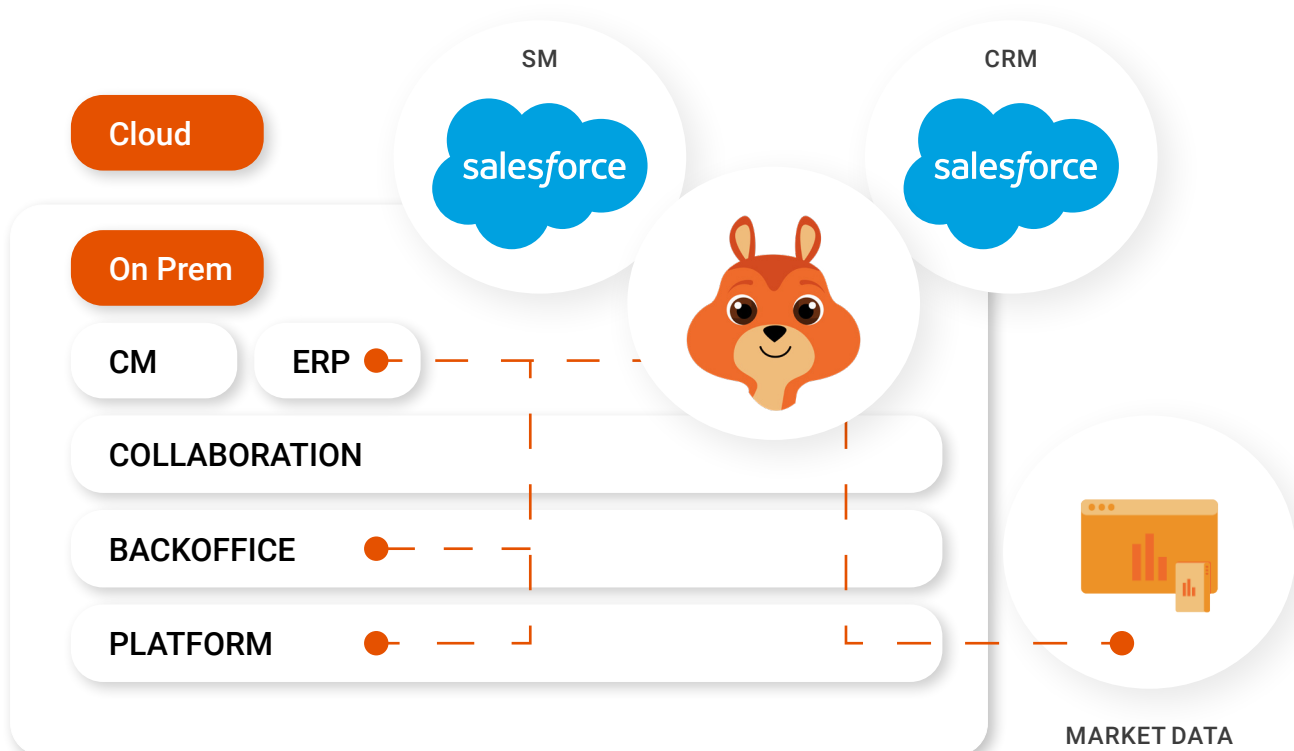
Make Salesforce a system of insight

LAND

- **Combine:**
Cloud & on-premise data
- **Differentiate:**
Tap into any company data source
- **Remove:**
Circumvent cloud compliance obstacles

EXPAND

- **Add:**
Cognitive Insights
- **Grow:**
Better SFDC usage and coverage
- **Improve:**
Business operations
Single customer engagement view



All

Search...

Sales

Home

SWOT Analysis

Accounts

Setup

Churn

Preferences

News

4 New Leads

1 New Opportunity

3 Clients show **negative** sentiment

Insights

The Home Depot strongly linked to Product expansion based on 2 events

18 minutes ago · Overdue opportunity

Create lead

Target Corporation is expanding its sporting game with Wilson products based on product expansion

18 minutes ago · Based on 8 events

Go to account

Best

18 m

Follc

News

'The mood was edgy, even a little paranoid ' As Ireland mo...

Are you over from England?' Just five words. A simple enough question. Yet delivered by a supermarket manager in a small town in County...

1 day ago · New York Times

Israel's Fatal Weakness Against Iran's Axis of Resistance

The "War between the Wars" doctrine has become the key concept of Israel's national strategy over the past decade. This open-ended milit...

5 hours ago · The Guardian

How Do Anin

The engineers vehicles, not w collisions with

2 weeks ago · W

Recent Records

Johnson & Johnson

Duke Energy Bond Issue

Duke Energy

Duke Energy - Squirrel Recommendation

Optotune

View All

Today's Events

Looks like you're free and clear the rest of the day.

View Calendar

Latest Engagements

All

Search...

Sales

Home

SWOT Analysis

Accounts

Setup

Churn

Preferences

News

SWOT Analysis

OVERVIEW

ENGAGEMENT

1M

3M

ALL

Leads

Accounts

Opportunities

Search client

Strengths

Based on positive sentiment and high engagement

KLM

Last contact 3 weeks ago

Shell

Last contact 3 weeks ago

Unilever

Last contact 3 weeks ago

ING Bank

Last contact 3 weeks ago

Weaknesses

Based on negative sentiment and high engagement

ABN AMRO

Last contact 3 weeks ago

Salesforce

Last contact 3 weeks ago

Deutsche Bank AG

Last contact 3 weeks ago

Credit Suisse

Last contact 3 weeks ago

Opportunities

Based on positive sentiment and low engagement

Banco Santander

Last contact 3 weeks ago

Aston Martin

Last contact 3 weeks ago

Lotus

Last contact 3 weeks ago

Threats

Based on low engagement and negative sentiment

Mercedes-Benz

Last contact 3 weeks ago

Saab

Last contact 3 weeks ago

Nissan

Last contact 3 weeks ago

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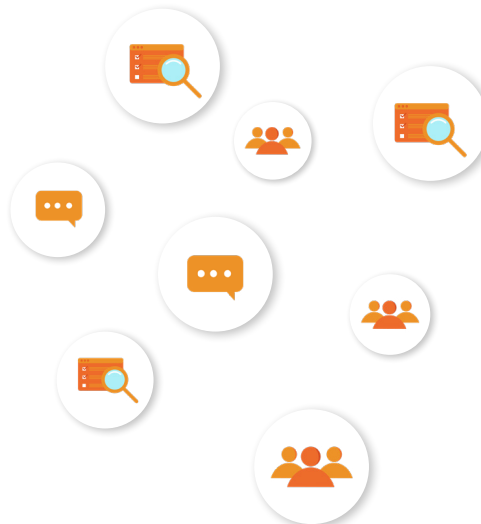
Multi-Org Search

Siloed to Connected

An elegant solution for Multi-Instance Salesforce Setups

PROBLEM

- Growth and M&A has lead to multiple separate instances (Multi- Org)
- No way to link or relate data
- No holistic view or collaboration



SOLUTION

- Squirro links data from multiple Orgs & functions
- 360° view: accounts, opportunities, etc.
- Power search capabilities across data



Business Value

Actionable Customer Insights across multiple Orgs

- Single customer engagement view
- Search across all Orgs
- Cross-Org reporting & analytics
- Cross-Org Chatter
- Better customer insights
- Eliminate lengthy knowledge gathering
- Increase ROI by leveraging all the data

SALES - SALES ORGS

- Connect multiple sales instances
- Get a 360° view across multiple lines of business

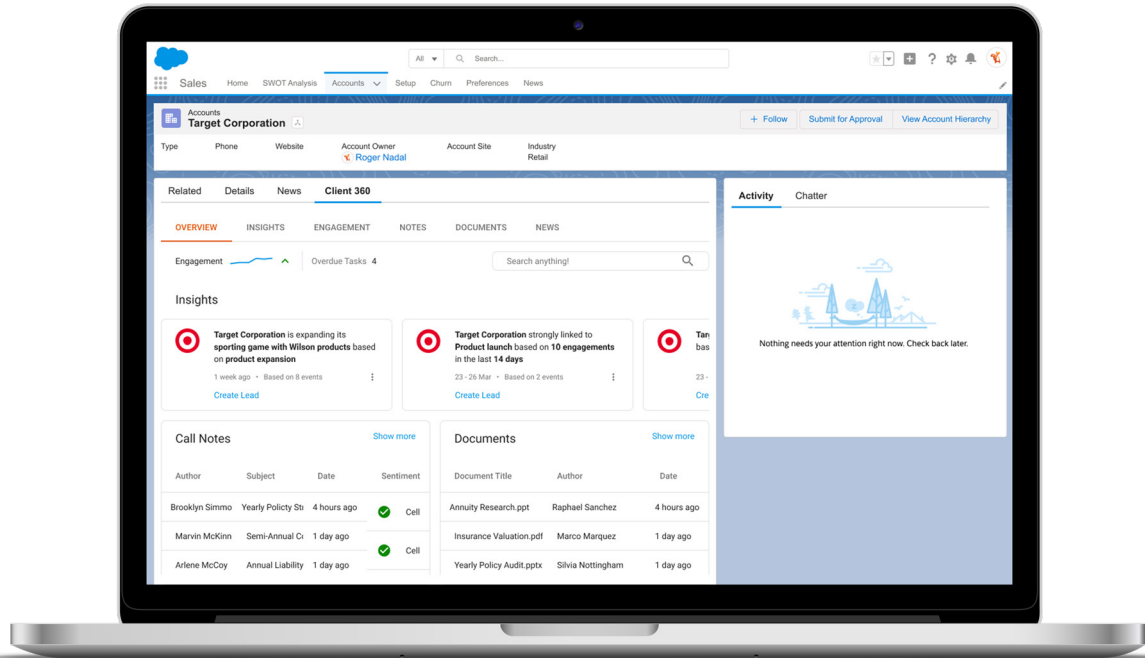
SALES - SERVICE ORGS

- Connect Sales and Service instances
- Deliver a unified engagement view on the customer engagement



Sales - Sales ORGs

Deliver a Customer 360° View



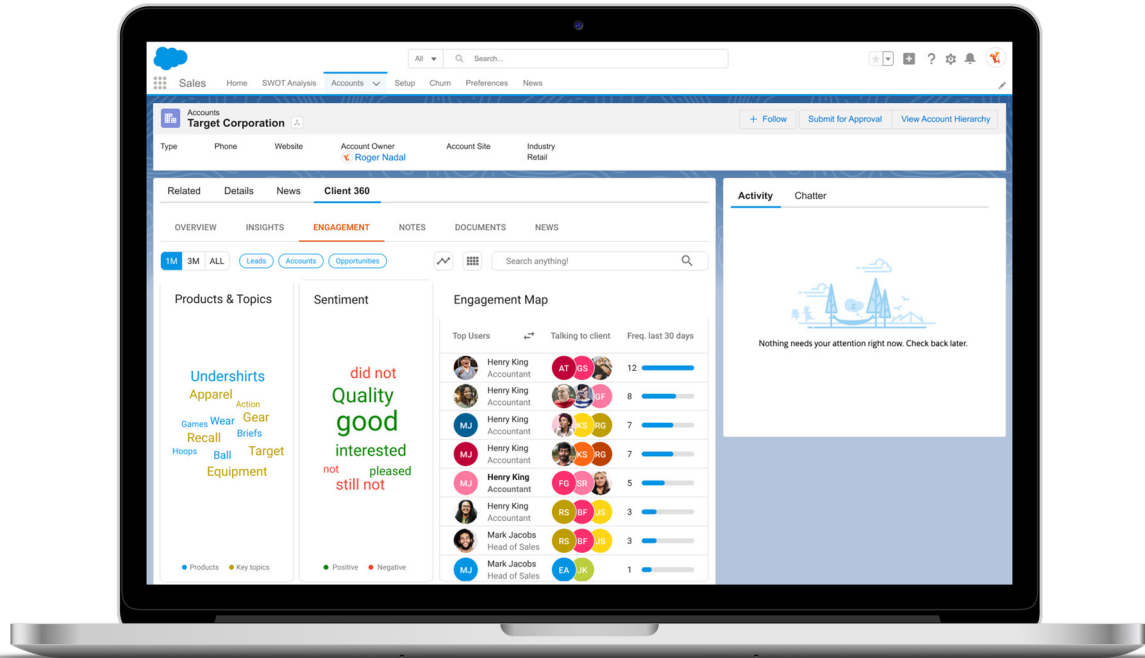
- Connect two or multiple Sales instances
- Get a 360° view across multiple lines of business

FEATURES

- Unified related object view
- Interactive Dashboards
 - In-Context display of Customers (Leads, Accounts, Contacts, Opportunities)
 - Multi-Cloud Chatter Integration
- Power Search including
 - Type Ahead Search
 - Topic & Facet Search

Sales - Service ORGs

Get a full Customer Engagement View



- Connect Sales and Service instances
- Deliver a unified engagement view on the customer engagement

FEATURES

- Unified related object view
- Interactive Dashboards
 - In-Context display of Customers (Leads, Accounts, Contacts, Service Incidents)
 - Multi-Cloud Chatter Integration
- Power Search including
 - Type Ahead Search
 - Topic & Facet Search

Technology

Connecting the Dots



SEARCH

4th generation search



COGNITIVE

Applied pragmatic AI



ANALYTICS

Extract relevant insights



PREDICTIVE

Anomaly & trend
detection



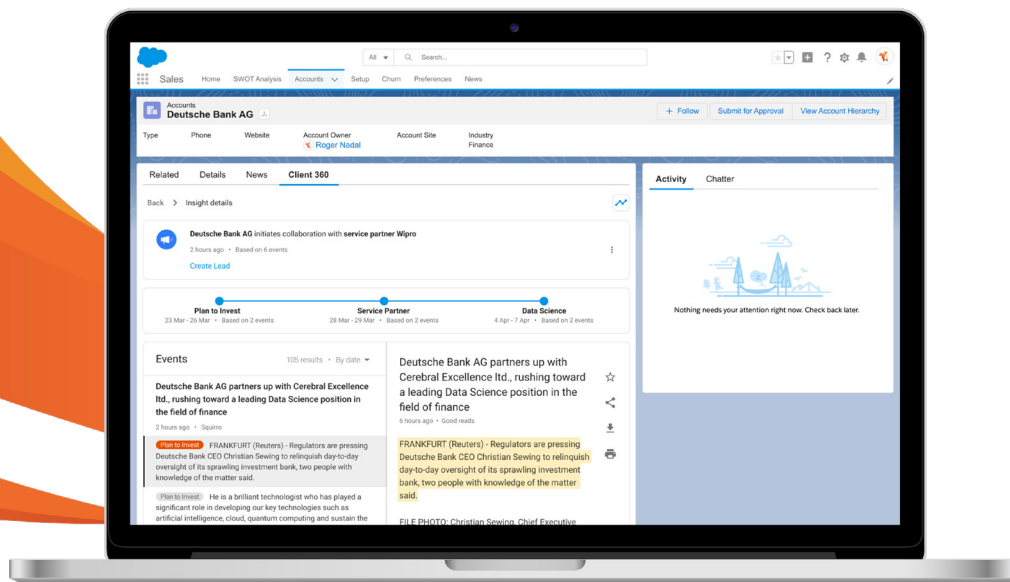
VISUALIZATION

Data accessible for
anyone



DIGITAL ASSISTANT

Actionable
recommendations



Success Stories



Total Client Exposure

Customer Insights



CHALLENGE

In a competitive marketplace, Candriam needs to make a difference with a focus on opportunities where they outpace the competition. While they have all data available, it's distributed across data silos, difficult to analyse, and left untouched.



SOLUTION

Squirro - directly embedded in Salesforce - helps Candriam source fund opportunities. Squirro provides updated personalized deal recommendations.

The solution includes detailed deal scoring including next best actions.



>1bn

Sourced deal volume



<9 months

Solution ROI



Integrating data

12,000 relationship managers, 19 CRMS, 20 lines of business. One unified client view thanks to Squirro Cognitive Search. squirro.com/cognitive-search



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ABOUT SQUIRRO

Businesses capitalize on new opportunities, improve client relations, and optimize decision-making capabilities using Squirro's vertical-specific Augmented Intelligence solutions, which combine human intelligence with powerful AI. An Insight Engine at its core, Squirro delivers contextualized insights from your most relevant data sources and displays them directly, via workbench integrations, or through self-service applications.

Squirro works with global organizations, primarily in the Financial Services, Insurance, Telecommunications, and Manufacturing industries. Customers include Bank of England, Standard Chartered, ING, Brookson, and Ninety-One. Founded in 2012, Squirro is currently present in Zürich, London, Munich, New York, and Singapore. Further information about AI-driven business insights can be found at squirro.com or contact us contact@squirro.com

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LEARN MORE ABOUT SQUIRRO

