



Solutions

Strategy. Implementation. Training.

**Improve your Bottom line with BrijFlow's
automation & advanced analytics...**

www.brijflow.com



Agenda

- About us
- Our Solutions & Outcomes
- Success Stories
- Engagement Overview
- Delivery Framework
- Our AI Powered Innovations Overview



About Us



..A Revenue Acceleration Boutique specialized in bringing Transformation & Automation in the Revenue Processes, Improving Efficiency for the Revenue Teams.



A global Management Consulting Firm, Big 4 Comparable Talents!
Geographically present in California, Texas and Hyderabad (offshore).



Team of 50 functional & technical consultants, execute in onshore/offshore delivery framework delivering end to end solutions.



Our founding team been Thought Leaders in High Tech, Manufacturing, Bio Pharma Verticals.
Trusted advisors to Revenue Teams.
Consistently delivered 100+ high-value initiatives as a team in the CRM, Quote-to-Cash, and Order-to-Cash, each with budgets exceeding \$10 million, over a decade of experience.



Our goal oriented, thinking “out of the box” mindset differentiates us, being more than an SI, thinking through what your needs holistically from a Short term to Futuristic perspective.

Deliver customized, flexible, nimble and ‘at budget’ solutions.



BIG4 Grade Talents + Agility Of A Boutique in Revenue Automation Space



Rapid Deployment,
Immediate Impact



Trusted Advisors.
Stakeholder
Alignment



Turnkey Solutions
for Complex
Challenges



From integration to optimization, deliver customized
Salesforce solutions that drive data integrity,
automation, and system efficiency.



Future-Ready Your Business with scalable solutions

skillsoft

 **freshworks**

NOKIA

 **IMPARTNER**

 **charles river**

 **algolia**

first5
MINUTES

 **cornerstone**

Countable Labs.

 **FLATIRON**
CRANE OPERATING COMPANY, LLC

SEACOMP



Vision

We operate for the overall Sales, Finance & Operational efficiency around 3 P's (**People, Process & Platform**) creating agile, data-backed revenue engines that adapt to market demands and scale with business growth



Executive Team



Barnali Bagchi
Founder & CEO



Jason Incorvaia
Strategic Solutions Partner



Anand Varanasi
Head of Delivery



Pradeep Bhattar
Solutions Architect

Advisors



Joe Parlett



Elias Pereira



Priya Reddy



Steve Wilkins



Business Transformation: Our Focus Area

Process Tower	Lead Generation	Marketing Automation	Sales Management	Configure Price Quote (CPQ)	Contract Lifecycle Management (CLM)	Order Fulfillment	Customer Service	Revenue Management
List of Business Processes & Enterprise Activities	• Web development • Campaign Development • Email Template • Landing Pages • Drip & Nurture Program • Campaign Support • Lead Assignment • Working the Leads • Trade Show & Event Support • VIP Meeting Support	• Drip & Nurture Program • Sales enablement • Marketing Dashboard: Closed Loop reports • Customer Retention • System: Qualify Leads (Name, Address, Phone etc.) • SDR: Call leads to qualify them	• Contact Management • Activity Management • Opportunity Pipeline • Management • Forecasting • Territory Management • 36- View of Customer • Closed Won	• Price Books • Quote Generation • Contracts • Sales Orders	• Contract Lifecycle Management • Agreement Types • Clause Libraries • Redline • Cycle time Improvement	• Demand Forecasting • Order Management • Order Confirmation • Logistics	• Case Management • Cross Sell / Upsell • Service Agreements • Entitlements • Warranties • Customer Service Portal	• Provisioning • Billing • Account Receivable • Collections



How will Brijflow Solution Help?

Next Gen Solution for B2B, Any Industry. Close Deals Faster!



Increased Sales



Improved Customer Engagement



Larger Deal Size



Increased Expansions & Multi-year Deals



Reduced Cart Abandonment



Enhanced Customer Loyalty

Success Stories

Helping **heavy equipment manufacturers, Bio Pharma and HighTech verticals** primarily to streamline their GTM and fulfillment operations, accelerating deal cycles and improving inventory turnover.



Improve Sales Processing Time

Integrated Inventory Data Insights with CRM

Integrated Networking/VOIP telecom inventory with SFDC for improved products & scheduling/fulfillment components for BOM Creation

Integrated Sales Credit Insights into CRM

Built a customized sales credit estimator on AWS integrated with SFDC. Performance insights built on Tableau for improving Rep Motivation into Sales credits

AI Powered Guided Selling for Sales

AI based NLP solution providing product/pricing recommendations based on historical sales, customer info/queries to simplify rep engagement

CRM Business Transformation for Marketing, Sales & Services

Transforming GTM business processes & tech rationalization with MCAE, Sales & service Cloud roll out for a Customer 360 Experience

Quote to Order to Cash Process Transformation

Restructured products & pricing and brought in business transformation with an integrated end to end quote to order to Cash solution on SFDC & Netsuite



Engagement Overview



03 End to End Delivery (Value Consultation + Implementation + Managed Services)

Objective: Trusted advisor to stakeholders, guiding through current state assessment to business case development to implementation and ongoing post go-live managed services

Key Activities:

- Value prop + Business case development
- Delivery Scoping & Solution Design
- Implementation + Integrations
- Project Management & Governance
- Ongoing Managed Services & Improvements
- Training & Adoption

02 Value Consultation + Implementation

Objective: Define the business value proposition & strategy, develop delivery scope, timelines, and resource needs for implementation.

Key Activities:

- Current state assessments
- Value prop + Business case development
- Scoping workshops
- Solution design + Integration architecture
- Implementation
- Project Management & Governance

01 Value Consultation

Objective: Identify and quantify the business value of the proposed solution.

Key Activities:

- Stakeholder workshops
- Current state assessment
- Value proposition definition
- Business case development
- Executive alignment

Delivery Framework



Monitor & Control

Purpose: Ensure work is completed as planned and corrective actions are taken as needed to manage expectations.

Discovery

Tools:

- Business Case
- Project Complexity
- Project Value
- Project Portfolio

Purpose:

Determine which project to do and understand the business purpose/value

Value: make sure you are working on the right thing!

Compare to other options to confirm value, then clarify objectives and approach are in line with that value.

Initiation

Tools:

- Charter
- Stakeholder Assessment
- RACI
- Communication

Purpose:

Define the project direction, objectives, stakeholder expectations, and team accountability.

Planning

Tools:

- Scope/WBS
- Schedule
- Budget
- Risk
- Quality

Purpose:

Outline the work required to complete the project objectives, when it will be done, how much it costs, and possible obstacles.

Value: perform the work in the right way!

Ensure the project resources are allocated correctly, progress is managed and adjusted, and expectations are considered.

Execute

Tools:

- Status Report
- Issues Management
- Change Request

Purpose:

Execute the work as defined in the plan. Ensure work is completed as outlined and quality is managed.

Tools:

- Transition Plan
- Lessons Learned
- Closeout

Purpose:

Make sure activities to transition the project to operations are complete and the Sponsor expectations have been met.

Value: sustainable change to the business!

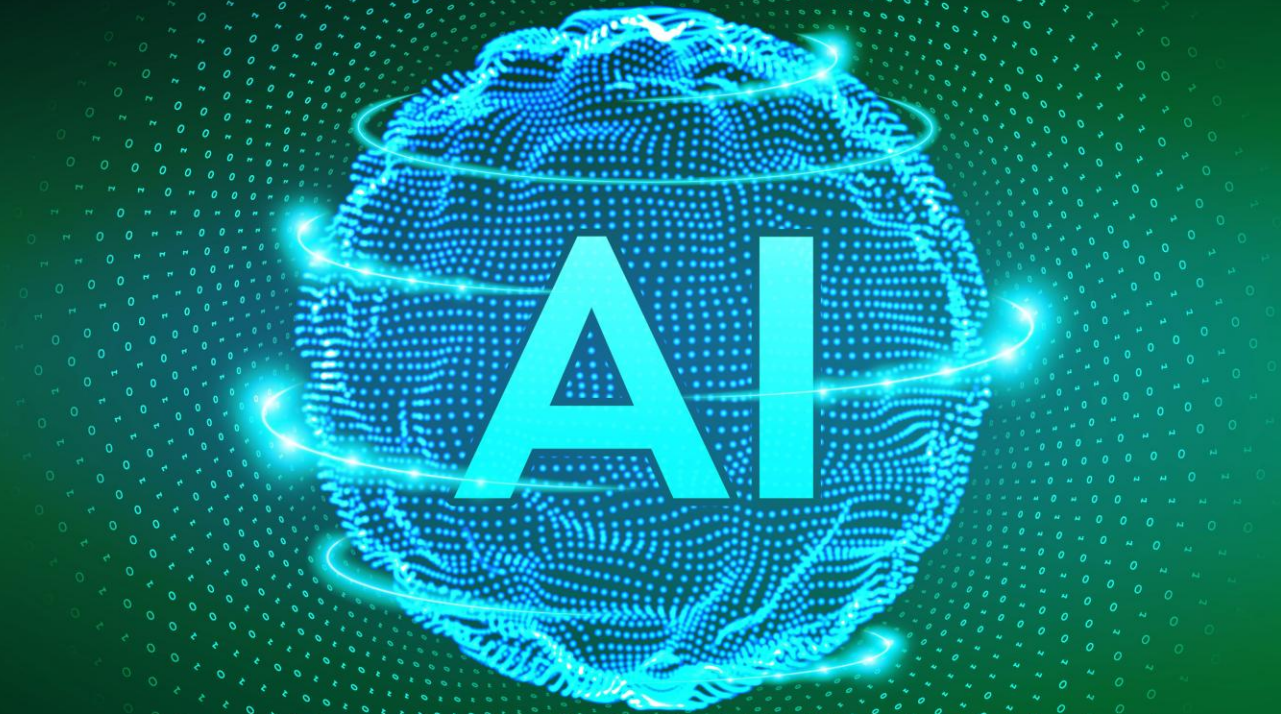
Handoff and clean-up.

Close



THANK YOU!

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**Brijflow's innovative Solution: AI Driven
Guided Selling/Product Recommendation
Solution with Salesforce Agentforce**

Overview



AI Powered Engine to Analyze Historical Sales, generating Product/Pricing Recommendations for Building Proposals in Minutes. Increase Win Rates, Deal Size & Customer Experience. Handle Volume Transactions in Minutes. No Additional Subscription Required. Extension to your CRM!!

Sales AI Assistant (for Reps)

Interactive Sales AI Assistant on extending Salesforce for querying Customized Client Needs. AI Sales Assistant Dynamically Recommends Products, Services & Pricing for Automatically Proposal/BOM generation.



Personalized Recommendation

Customized Products based on historical selling patterns, demographics, industry and other relevant data points



Improve Upselling/Cross Selling

Identify opportunities to suggest complementary or higher-priced products. No more missing out on complex bundles for Upsells/Cross Sells



Collaborative Filtering

Analyze behavior patterns of similar Customers Segments to make smart recommendations



Content Based Filtering

Bundle products & services based on their attributes, like features or categories, to Customer Preferences.

Problems Learnt So far...



**Lack of Product Standardization.
Customized products sold by Customer Types**

01

Missing out on Services/Support Bundles. Smaller Deal Size

02

**Proposal Cycle taking too long.
Customer dissatisfaction**

03

Fragmented Sales data in Different systems. Too many Manual tasks for Reps to build a Proposal

04

Time consuming Approvals & Compliance Tracking/Review

05

**CPQ Implementation went wrong.
Inaccurate bundles, pricing/discount data.**

06



1

Data Analysis

Uses machine learning algorithms to identify historical sales patterns, relevant product packaging and relationships within the data, understanding potential customer preferences.

2

Recommendation Generation

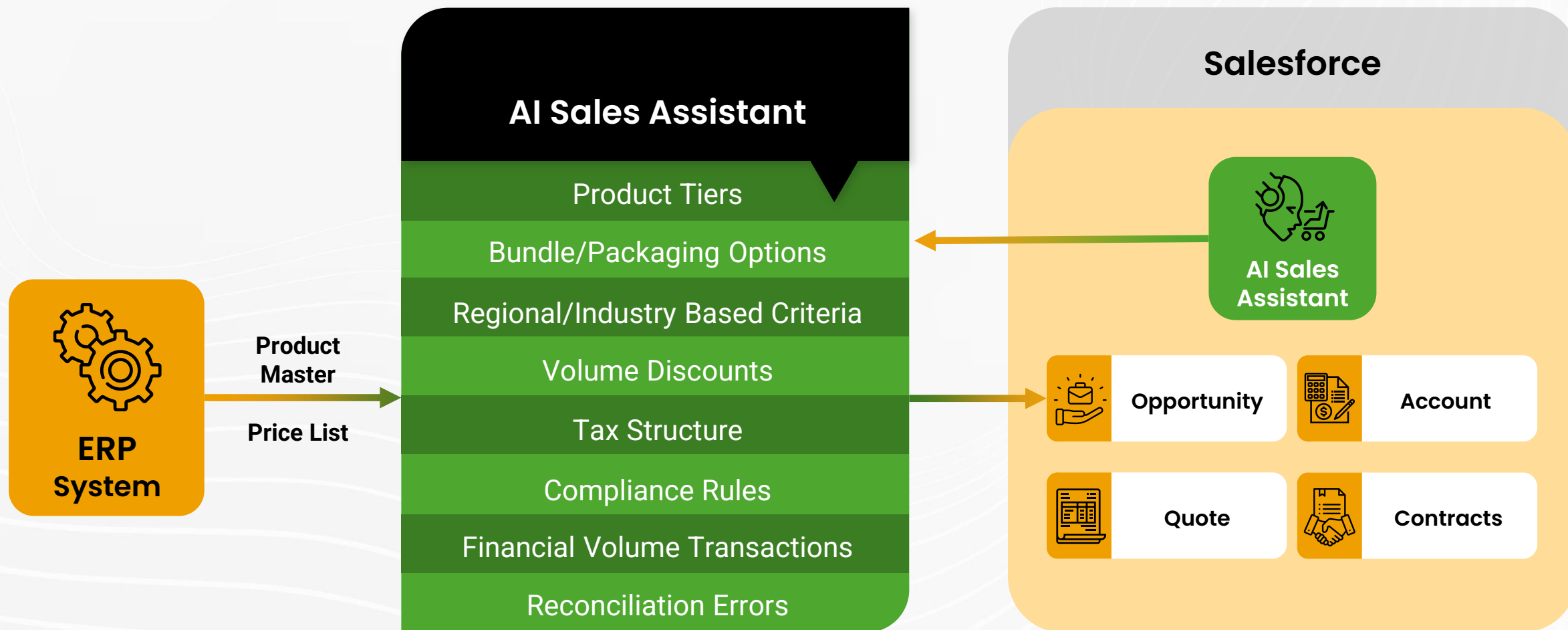
Based on the analyzed data, the system generates personalized product recommendations, dynamic pricing, discounts, compliance approvals, support / services to be packaged. Available for Reps in the Sales AI assistant integrated in CRM

3

Data Collection

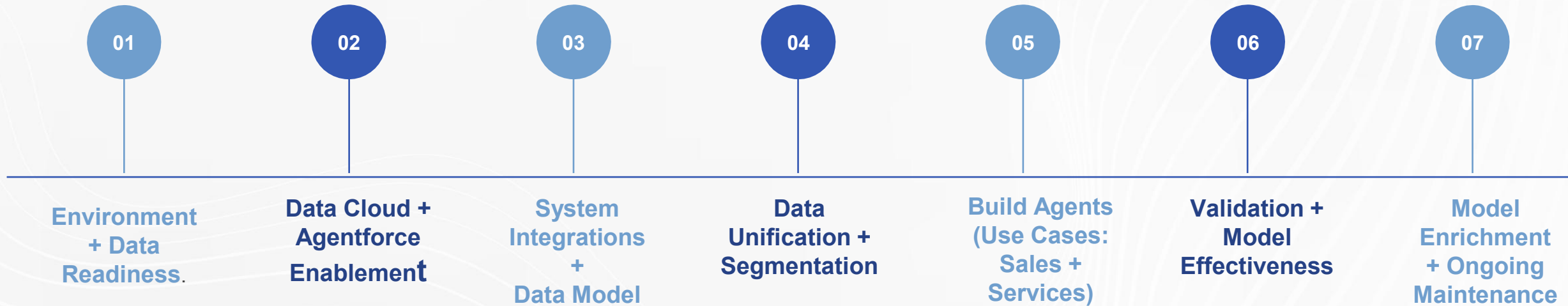
Gathers information from Sales Rep ' interactions via Sales AI Assistant (ChatBot). Information like Problem Statement, #of users, customer segment, demographics, industry, services needs, customer usage data, and other relevant variables.

High Level Data Flow



Roll Out Approach

Phased Roll Out Approach: Foundation + Data Enrichment + Model Enhancement



Data Integrations Needs: MCAE, Sales Cloud, Service Cloud & ERP Systems