

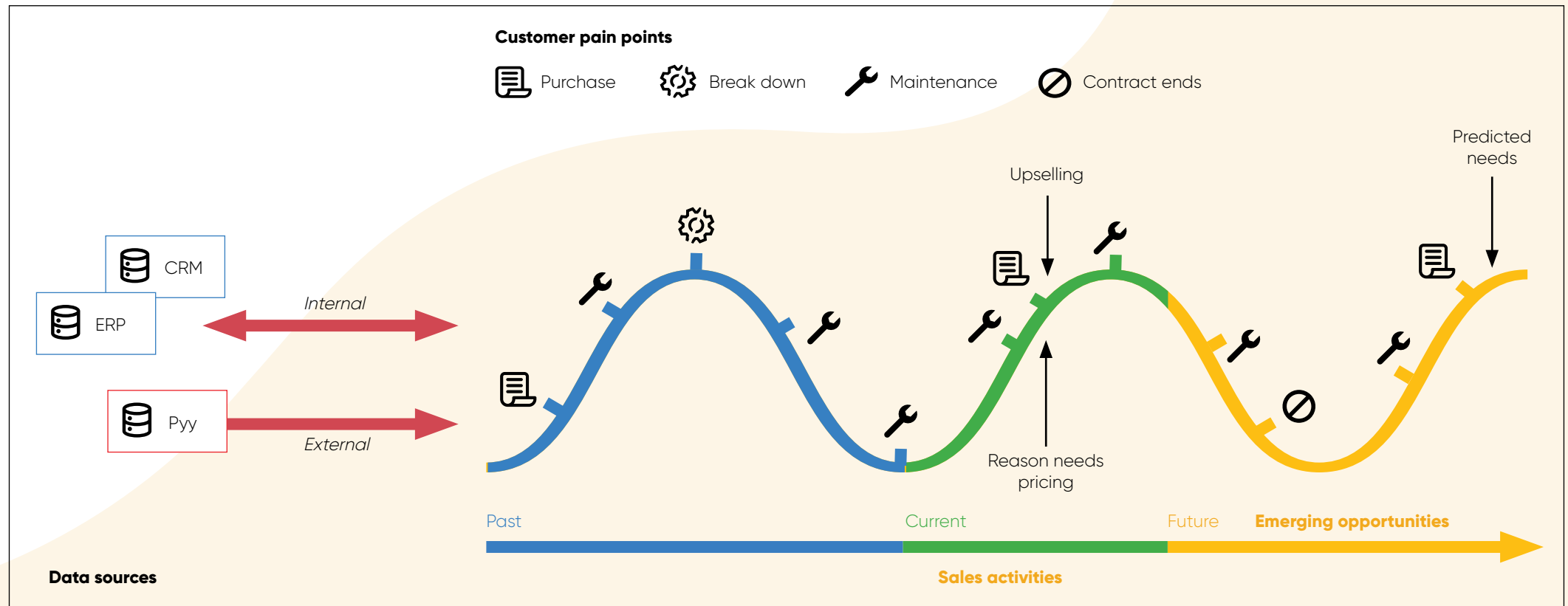
Valuemotive B2B Sales Intelligence

powering your data to create fluent sales

Focus on customer insights and intentions

We aim for a systematic approach where a company can follow its customers in time and take an active role in shaping the common future. Enhance your existing sales activities by tackling their bottlenecks with the information scattered around to the internal and external resources.

Let's focus on customer insights and intentions. We can build a process for you to follow your customers in time and take an active role in shaping your common future. We put purpose before technology.





HOW VALUEMOTIVE'S SALES INTELLIGENCE CAN HELP YOU MAKE THE MOST OF YOUR DATA

Valuemotive's core competence is in combining expertise in analytics – especially computational linguistics and natural language programming – and software development for efficient model development and testing. We provide an efficient workflow for the customer, reducing project costs, and greater chances of success, improving chances of wider organizational adoption.

The value we bring to create intelligence in sales:

1. Valuemotive has been a pioneer in developing analytics – both numerical and textual – for sales intelligence for companies operating in B2B markets. This experience allows us to combine data that is not only in big quantities, but also fragmented and diverse in nature.
2. Valuemotive has its own proprietary tools, **Varis** and **Pyy**, for the acquisition and analysis of company and B2B sales related data. NLP technology behind the analysis embodies years of scientific research and understanding of real world customer use cases.
3. We have served our customers for over 10 years in big data and software integration projects.
4. Strong experience in distributed systems and cloud architecture
5. Ability to combine both natural language based data with quantitative data
6. We are fluent in statistics and experienced in recognizing and filtering out the relevant aspects of the phenomenon in concern.
7. We have years of experience and in-house products for wrapping up complex relationships and building automated processes on top of the derived abstracts(/generalizations).



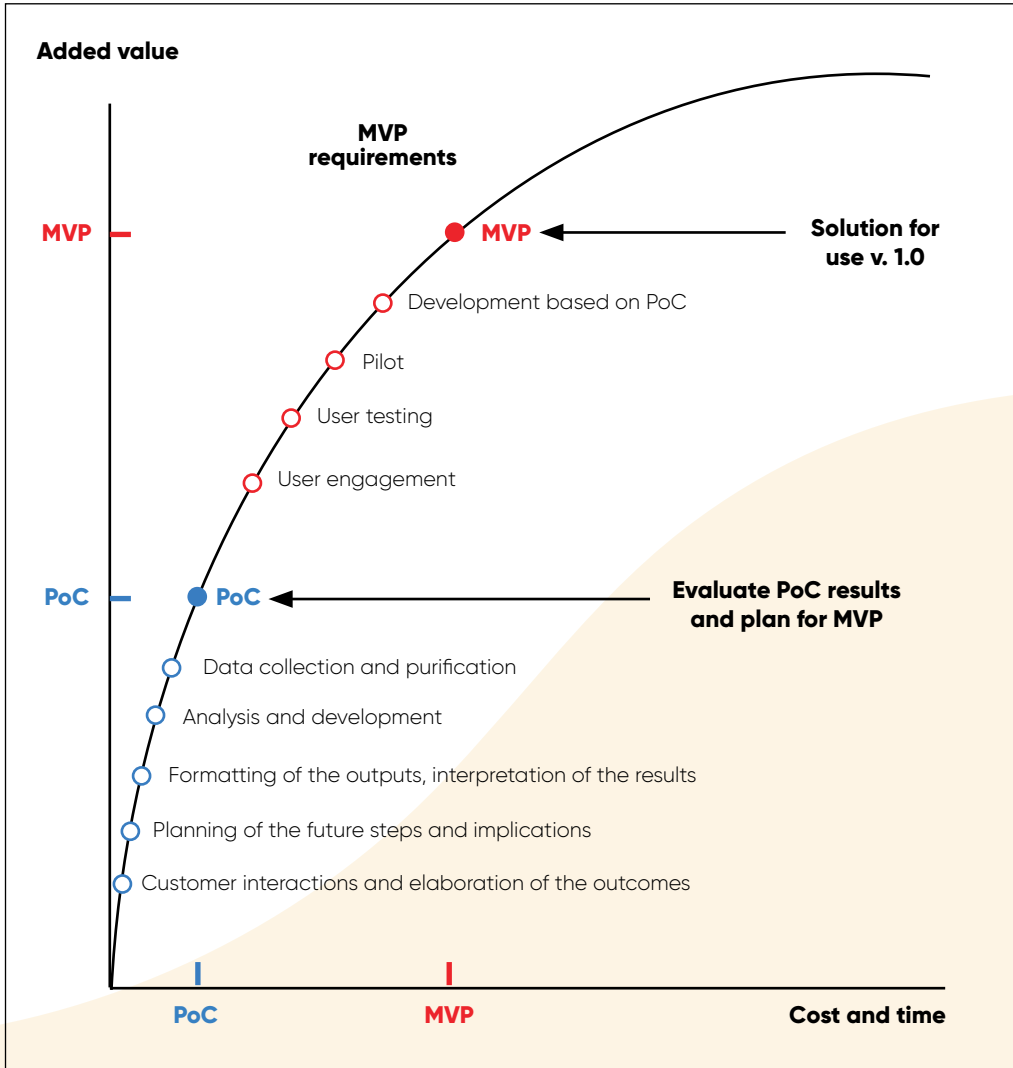
***Pyy** is the dedicated knowledge base that we are building for manufacturing industry and its market. We'll bring our productography and company insights to extrapolate your customer knowledge beyond the established customer base. You will find suitable target groups by real examples and observations and Pyy will explain the key variables for your customer behavior.*

► pyy.ai



***Varis** is capable of understanding the semantics of the texts. It enables seemingly transparent analysis of text data with the standard data processing algorithms. Our software Varis can parse natural languages such as English, and use these text resources in your machine learning and analytics projects. Pre-lemmatized texts can be linked to ontologies that facilitate semantic viewing of expressions. For common language expressions, we use the WordNet ontology by default, but the system allows the use of project-specific and parallel ontologies.*

► varis.ai



MAKE PURPOSEFUL CHOICES IN AGILE DEVELOPMENT

Complexity and technical challenges of data analysis projects vary a lot in terms of data and use cases. Typically, development of the novel system proceeds quickly in the beginning but the improvements tend to cost more later on as the low hanging fruits are gone. A short proof of concept (PoC) project gives a good opportunity to estimate how the performance and the costs are correlated in a particular setting.

The PoC aims for a better understanding of the technical challenges and their magnitudes. From our experience, a short, time-boxed approach works well at that stage. A good PoC aims for something

that is useful and works in practice while taking shortcuts and notes on issues causing a significant increase in costs. Valuemotive's PoC is usually done in 3 weeks.

The customer has a better understanding of the case and a proposal for an MVP once the PoC has been completed. Development of the MVP may involve a larger team and we do them in close collaboration with the customer.

During both processes we collaborate with our customer's AI and data experts, if wanted. This will increase knowledge sharing and enable ideation both ways.



USE CASES

Finding new prospects

Using existing customer data to find success factors and then creating new prospects is a powerful way to make meaningful connections. Valuemotive's B2B SI can create accurate reports taking into account for example revenue models and characteristics of the customer base.

Learn from the feedback

Customer feedback, especially text-based open answers, is read a lot by human effort. Due to the amount of work involved, the utilization of the material can be improved by automating its processing. Factors influencing sales and business, such as customer needs and desires, are searched mechanically from the materials. Emphasis is placed on findings that can be acted on.

We can process customer feedback and satisfaction questionnaires for frequent requests or observations and continually report these, taking into account

different geographical areas and other segments. The effectiveness of the acts can be observed as in decline or increase in their trends.

We can convert customer feedback and discussions to the form that is suitable for other customer analytics. We'll extract and score the relevant topics for each customer so that they can be included in the loyalty models, segmentations, priority scores, etc. You can still use your favourite tools for analytics and reporting with the new information telling more about the actual needs and thoughts.

Customer churn

Keeping existing accounts is crucial for growth. Predicting which accounts are in danger and what are the main reasons for them to leave opens up an opportunity to act.

We can build monitoring of the purchase behaviour and its changes. This

information can be used to detect the possible usage of competitive providers and trends in the customer's business and needs.

Cross sales

Online stores often have thousands of kinds of different products and it has hundreds of regular customer companies. Some of the sales are based on direct sales and quotations but most of the transactions are coming from the on-line shop. Customers tend to cherry-pick items from their catalogue and purchase cheaper items from other providers.

By understanding which items are often purchased or browsed together it is possible to recommend additional items for the customers before they close the deal. The on-line shop applies dynamic discounts for the recommendations based on the profile of the customer company. The discounts are calculated with a model that tests how sensitive customers are for the price of these missing parts.

Upselling

Rapid detection of purchase intentions, which can be uplifted for a higher value. We can consider customer profiles when recommending alternative solutions for them. In previous projects we've been matching purchases against alternative sets and offerings. We've generated new recommendations for compatible alternatives for a better price, availability or value.

Regular purchases

Machines wear out expectedly depending on the usage and conditions. Some customers buy new items in random intervals as the life cycle comes to its end while others buy larger quantities at once in order to avoid outages and to get higher discounts. Modelling suitable timelines based on customer behaviour can create for example a two months ahead reminder for contact. This enables a customer connection before they've proceeded with the competition.