Zilliant IQ Platform – Overview

Are You Maximizing Customer Lifetime Value?

Expanding the economic value of existing customers is the most reliable, predictable, and actionable way to grow revenues and enhance margins. Period.

You want to hit your numbers? This is where you start.

5x

Cost to acquire a new customer vs. selling to an existing customer.

Despite this evidence, most initiatives to deploy 'intelligent' and prescriptive sales and marketing solutions at B2B enterprises have focused exclusively on what happens **before** the acquisition of a customer.

60-70%

Probability of closing an existing customer sale, vs. 5-20% likelihood of closing a new customer sale.

That's because successfully delivering B2B Customer Lifetime Value (CLV) intelligence requires more powerful smart technology, a superior architecture, and deeper expertise in the drivers of sales and profit.

This is Zilliant IQ.

Zilliant IQ is the only AI-enriched SaaS platform that allows B2B enterprises to maximize the lifetime value of their existing customer relationships.

Zilliant IQ Engines use advanced AI, machine learning techniques and sophisticated predictive models to quantify the true economic potential of every customer, and intelligently prescribe actions related to optimal product mix, pricing, and current demand.

Zilliant Action IQ puts actionable Zilliant IQ intelligence at the fingertips of every sales person, generating intelligent account plans tailored for each customer so that every sales resource can act like your best, most consultative rep.

Zilliant IQ Anywhere exposes Zilliant IQ intelligence within eCommerce, CRM, CPQ, and other customer-facing touchpoints, so that the economic value of every B2B customer interaction can be enhanced.

ZILLIANT IQ ENGINES

Our Zilliant IQ Engines continuously ingest and evaluate historical transaction data to deliver unprecedented actionable insights that maximize revenue and profit.

illi zilliant Sales IQ

Which products should I be selling to this customer?

Which customers are **most ready to purchase** new products?

Which customers are at risk for switching to competitors and how do we **prevent attrition**?

illi zilliant Price IQ

What is the **optimal price** for the products each customer is purchasing?

What is a customer's **sensitivity to price** changes?

What is the **best pricing strategy** to maximize revenue growth and profitability?

illi zilliant Deal IQ

What is the best way to maximize the value of every individual deal?

What is the optimal price of a complex product, service or deal with many variables and formulas?

What prices and volumes should be quoted to optimize the deal within approval limits?
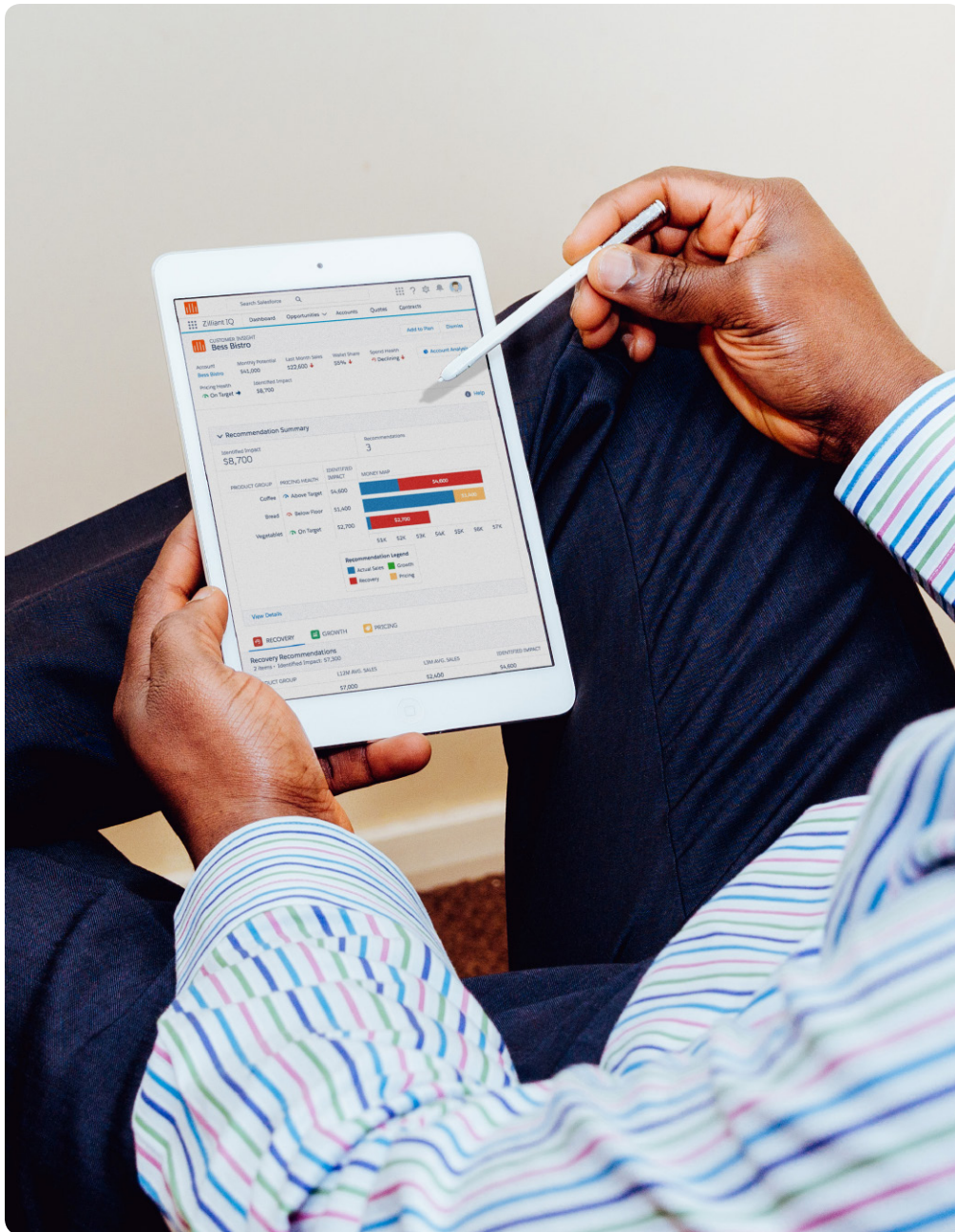
Your Best Investment in B2B Sales and Marketing Technology.

In an often overwhelming landscape of potential sales and marketing SaaS investments, Zilliant IQ delivers unprecedented value to B2B enterprises.

Our intelligent technology:

- Increases B2B customer lifetime value by 20% or more.
- Drives revenue by 3-10% and lifts profit 5-10%.
- Delivers 10-20x ROI.
- Can be tuned by leadership to deliver financial metrics that most influence enterprise value.
- Identifies for senior management the most actionable paths to hitting revenue and margin targets.

Zilliant is the world's leading provider of AI-enriched SaaS solutions that maximize the lifetime value of B2B customer relationships.

Our Zilliant IQ™ Platform continuously identifies the untapped economic potential of every existing B2B customer relationship, and seamlessly delivers prescriptive intelligence within existing field sales workflows, CRM applications, and eCommerce channels, where it increases the value of every customer interaction.

With the industry's fastest deployment cycles and lowest total cost of ownership model, Zilliant is the partner of choice for global B2B enterprises seeking to drive top-line growth and profit margins with AI-based technologies.

© 2017 Zilliant Inc.

zilliant

Zilliant, Inc.

720 Brazos Street
Suite 600
Austin, Texas 78701

512-531-8500 Phone
512-531-8599 Fax
877-893-1085 Toll Free

zilliant.com