



IMPROVE COMMUNICATION.
BOOST SALES.
INCREASE WIN RATES.

BIZSPHERE SALES ENABLEMENT SUITE



SALES ENABLEMENT SUITE



BizSphere Sales Enablement helps your sales people to increase their win rates and deal sizes as it connects them to the most relevant information and people to win the deal. It does so by leveraging innovative Knowledge Management technologies and solution-oriented consulting methods. This results in higher client satisfaction and greater sales success.

Existing CRM systems with a focus on the transactional management of the sales process are complemented with a sales-specific Knowledge Management component. Existing portals and Document Management systems are integrated into the BizSphere Sales Enablement Suite.

MARKETING

- > Cost reduction and optimization by the targeted production of marketing material
- > Paradigm shift: Diversified information becomes tangible and usable knowledge
- > Consistent core messages by single sourced content elements

SALES

- > More time for client contacts (acquisition and support)
- > Easier preparation of higher quality content for client meetings
- > Increase win rates and deal sizes by more cross-selling

You could boost your sales. Your clients are saying...

In an IDC* study published in January 2009 the corporate buyers say it loud and clear:

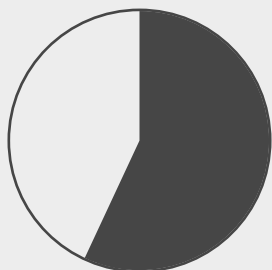
33%

of all unsuccessful client deals could have been won, if the seller had been better informed and had acted more client-oriented.*



57%

feel that sales people are only poorly prepared or not prepared at all at initial meetings.*



50+%

expect sales people to be better informed about client-specific requirements and goals.*



40+%

desire sales people not to use standard presentations.*



* IDC, *Don't Understand Sales Enablement? You're Not Alone!*, 2009

BizSphere Sales Enablement imbues your sales people with the confidence to be more successful.



In search of lost time

Every minute that a sales person does not spend with clients is lost time and will especially be reflected in lost opportunities.

Hence, no company wants to see their sellers spend a weekly average of more than 15 hours on searching for or reformatting information

while trying to ensure that it is relevant and current.

In times of very intense competition and decreasing budgets, this is a highly critical situation for every enterprise.

Worse still, clients feel that sales people are only poorly prepared at

initial meetings, according to the IDC study.

How can this dilemma be solved? How can your sales representatives spend more time with clients yet being optimally prepared?

The answer is: **Sales Enablement.**

Def.
initial
Sales Enablement

The delivery of the right information to the right person at the right time and in the right place.*

** IDC, Don't understand Sales Enablement? You're Not Alone!, 2009*

With clear messages to success

With the limitations of current processes and technologies, filtering the piles of information for client-specific facts and arranging the content found to perfectly fit the clients' needs is almost unachievable.

There is no standard solution. Similar problems require individual approaches because they are either in different industries or countries. If a competitor is better able to articulate and address such differences

with a customized offering, even all-but-certain deals could be lost. CRM systems that focus on coordinating sales processes are not an adequate answer to address such content challenges.

Therefore, marketing and sales need to communicate more efficiently to ensure better communication with the client. Arranging for marketing to keep relevant information and contacts up-to-date and providing

sales people with this knowledge in a usable form facilitates a much more specific approach to the clients and their requirements.

In essence, marketing needs sustainable Knowledge Management, while sales needs efficient and effective access to information. The BizSphere Sales Enablement Suite provides both.

1 X 1000 = \$1 mio.*

hour less per week
for searching
information

sales people

results in

US Dollar savings
potential per year

** based on: IDC, The Hidden Costs of Information Work, 2006*

What your clients expect

Clients expect a fast, individualized knowledge flow. Importantly:

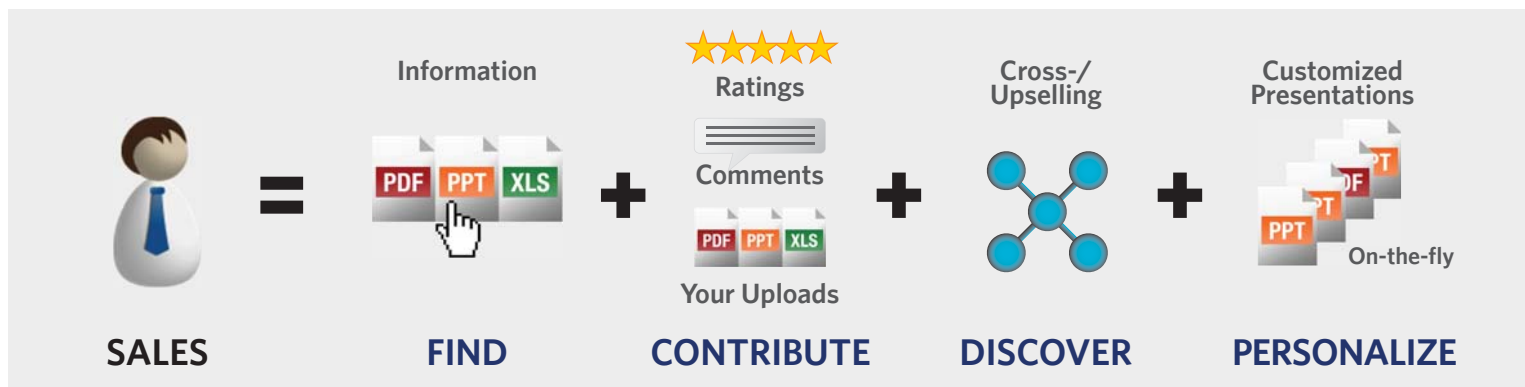
- > a clear and comprehensible case of the unique selling points and benefits of a product as well as industry-specific samples
- > consistent messaging even if different sales people communicate with other contacts at the client
- > convincing and up-to-date product information and cost-benefit case as well as fast and direct access to subject-matter experts



BizSphere Sales Enablement Suite equips your employees with all the relevant information, contacts and necessary tools to achieve these goals. It integrates existing Content Management systems, portals and your subject-matter experts into one information structure, optimized according to your CRM sales process. New content is produced in a mo-

dular way, which allows the content to be reused in different documents and formats. Tagging information in BizSphere, a shelf life-based content lifecycle model, and the implementation of content ownership guarantees optimal access and assures constant high quality and productivity of knowledge work.

The holistic approach of BizSphere Sales Enablement:



With **BizSphere Sales Enablement** marketing can provide exactly the information and contacts that sales people require.

MARKETING

BizSphere improves the coordination and collaboration between **marketing** and **sales** - the basis for successful client relationships:

Situation: Marketing can no longer control the different types and quantities of information that exist in the enterprise.

Solution: BizSphere Content Landscape and BizSphere InfoSpace facilitate the holistic planning and efficient execution of content production.

Benefit: Optimization of marketing costs.

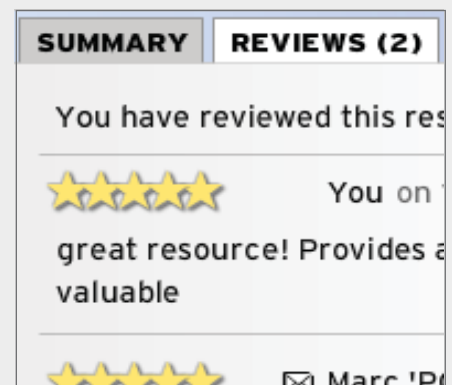


Content Landscape

Situation: Sales people feel that 80 to 90 per cent of existing marketing material is useless to them. The absence of feedback mechanisms encourages the on-going creation of generic and unwanted content.

Solution: BizSphere Social Enterprise involves your sales people in the evaluation and creation of content. Anybody in the enterprise has knowledge that should be shared to aid sales success.

Benefit: A greater amount of higher quality content becomes usable knowledge and enables sales with convincing arguments to close a deal.

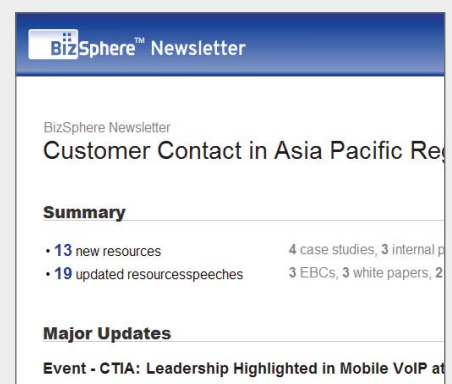


Rating / Commenting

Situation: Sales is snowed under with non-specific emails; marketing spends a lot of time editing those into newsletters.

Solution: BizSphere Newsletter Engine allows your sales people to subscribe to personalized newsletters and RSS-feeds on any relevant information provided by the BizSphere Sales Enablement Suite.

Benefit: Time savings on the marketing (content creators) side and increased knowledge relevance on the sales (content consumers) side.



Newsletter Engine

"With one click, Content Landscape provides us with a holistic overview over our content inventory from every conceivable angle."

Jeanne H., Marketing Manager and BizSphere User

SALES



Document Generator

Situation: Core messages are not communicated in a consistent and convincing way. Client-specific information needs to be collected from different sources.

Solution: BizSphere Content Nuggets store and manage information in a single media neutral repository. Sales can generate customized documents, always up-to-date and on-the-fly.

Benefit: Consistent and client-focused presentations.

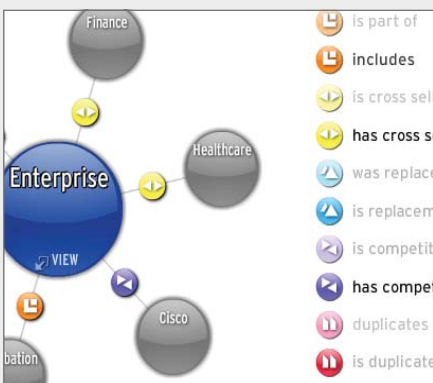


Multidimensional Table

Situation: Sales does not know where to look for specific content and how to access it quickly.

Solution: BizSphere Multidimensional Tables and Semantic Search embed an enterprise-wide information space that revolutionizes searching and accessing information.

Benefit: More time for acquisition and support enhances sales potentials.



Relationship Map

Situation: The complexity of the offering portfolio makes it almost impossible to get a holistic view. Relevant correlations can not be perceived.

Solution: BizSphere Relationship Maps visualize the relations between specific products.

Benefit: Maximized cross- and up-selling potential.

"With BizSphere I save 3-5 hours per week on searching for information. Now I can spend more time with the clients."

Stefan G., Sales Person and BizSphere User

BizSphere Sales Enablement – smooth and efficient

BizSphere is designed to facilitate an intuitive User Experience and to achieve a fast Return on Investment. Because of the software platform's standards-based and open IT architecture, implementation of the Sales Enablement Suite can happen fast and seamlessly.

The implementation process is accompanied by integrative consulting methods: we analyze the relevant processes and structures, we make suggestions for improvements and custom-build the solution to your very own needs.

Further customized developments can complement the BizSphere installation at any time.

Analysis & Business Case
Workshop 1-4 weeks

Design & Pilot
Pilot phase 2-3 months

Sales Enablement Suite
Implement. 2-3 months

Further Applications
Implement. 2-3 months

Over the last years, **SVA-BizSphere Entwicklungs- und Vertriebs-AG** has developed consulting methods and web-based software components to leverage sustainable Knowledge and Communication Management. Both, software and consulting are based on three core competencies:

- > Sustainable Knowledge Management
- > Functional and intuitive user interfaces
- > Integration of Communication and Information Management

Besides several customized Rich Internet Applications (RIA), the company has created the BizSphere

Sales Enablement Solution Suite, addressing the constantly growing problem of information overload specifically in the area of sales and marketing. The solution significantly enhances the information quality and relevance by optimizing content creation as well as search patterns.

SVA-BizSphere AG is a spin-off of SVA GmbH based in Wiesbaden, Germany. SVA GmbH is one of Europe's leading system integrators in the field of datacenter infrastructure with an annual revenue of 120 million Euros with its more than 120 employees.

SVA-BizSphere AG is a team of more than 30 highly qualified and

internationally experienced consultants, IT-architects, developers and web designers. At several offices in Germany and Shanghai the team concentrates on the agile and client-oriented execution of software development and implementation projects.

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