

MODELYZR
THE GAME CHANGER

Knowledge creates markets.

How to fully exploit the potential of your data
and remain successful in the future.

Nils Niehörster, Founder of MODELYZR on Data Driven Demand Management



The information is at hand. Now it's about the value-added usage.

"If Siemens would know what Siemens does know, then our figures would be even better", the former CEO Heinrich von Pierer stated in 1995 at the annual press conference of the largest German technology group in Munich.

This notion is more relevant now than ever, as the entire future of modern companies depends on the intelligent, interconnected use of knowledge. Thus, it is essential to

identify a company's untapped sources of knowledge yet to be uncovered by new interconnections, in order to be able to make agile, forward-looking decisions.

In the course of digitization, possibilities of generating knowledge and information on individual and automated levels are mushrooming. Only those who embrace these new opportunities can foster their own competitive advantages.

Digitization does not reinvent the wheel, it rather interlinks, improves and orchestrates information already available.

If you look at the common practice of corporate data usage, it becomes clear: despite the fact that individual systems tend to fulfill their specific tasks, the inherent knowledge and potential beyond the obvious is hardly ever recognized.

The data is then stored in data silos: rather than providing a holistic picture of the market, CRM, ERP, portfolio information, product catalogues and external data sources often form isolated digital island.

This impedes a valuable use of all available possibilities. Furthermore, CRM systems include around 50 percent of wrong, outdated or incomplete information – as a study by Trovarit confirms.

Consequences include the following:

- Misaligned customer approaches based on diverging information of sales and marketing
- Low efficiency of campaigns, which lies approximately 40 to 60 percent below a data-driven approach to target markets
- Missing out on generating leads, caused by not addressing the entire market: In a B2B environment, up to 70 percent of company information is unknown – such as corporate structure, industry segmentation or number of employees

"Obsolete and inconsistent data in CRM systems is a continuous problem and reduces the acceptance of the systems and causes objections to actions deriving from them. This is where MODELYZR intervenes and creates a new, more reliable data universe."

Ralf Korb, owner Korb & Kollegen, CRM visionary and thought leader

In times of big data this can be reduced by interlinking all valuable company information and, ideally, enriching it with secure and relevant, external sources.

This is the optimum way to identify and utilize available

sales potential throughout the entire market. Additionally, it is the most effective way to not only precisely aim at predefined target groups but also to be as cost-effective as possible – however individual requirements may be.

Many companies base their decisions for future growth on one look at the past.

Distribution metrics, the state of the pipeline, market surveys, information about competitors and information from external databases: all this information, which is exposed to the rapid pace of market changes, is often no longer up to date once available to the company. It is due to this, that business planning, once it has taken place, remains relatively static over the rest of the year and cannot be adjusted as flexibly as is necessary.

A business plan that is based solely on controlling data, is just like driving a car while looking in the rearview mirror only.

So how about accessing all your data and information permanently in real time? Quasi in a "Digital Boardroom" for everyone, with front-ends that conjure up live market studies on the screen – just as the head-up display of a modern car projects current, important data onto the screen to help us safely reach our destination.

As you can see, there are reasons enough to pave the way in time for an unimpeded exchange of information throughout all systems.

Data Driven Demand Management. Future-oriented decisions.

Is there still remaining potential with existing customers? Which segments are predestined for new business possible to be acquired in a targeted manner? Where was sales superior – where should we be more active? MODELYZR helps answer these questions and your entire company will benefit from the clear view of complex markets.

A view that goes far beyond the limitations of your CRM or ERP system, because it integrated all companies of the relevant market.

All this not only gives you greater planning and decision-making security:

The real-time analyses also simplify keeping an eye on current developments and quickly react to them at any given time. All units of your company are connected nonstop in Data Driven Demand Management – even integrating indirect sales channels, if applicable, is no longer a problem.

This makes MODELYZR a flexible and integrated tool. Specially designed to increase success by utilizing your own existing resources.

"MODELYZR is part of our data-driven demand approach that allows us to significantly increase the pipeline coverage by making sure we do maximize our reach in the addressable market."

Rinse Tamsma
SAP SE,
Senior Vice-President
Global Partner Organization
Region Middle & Eastern Europe*
*At the time of statement

MODELYZR – the navigator in your new created data universe.

The digital era has a new motto:

Sales closes deals - but data generates the next opportunity.

With MODELYZR we have developed a software that reveals these potentials and possibilities. Anytime. Real time. Designed by renowned data scientists, MODELYZR supports your business in the digital transformation, bridges formerly isolated systems and grants access to a new data universe consisting of discretionary and valuable knowledge. This way, entirely new possibilities for customer acquisition are generated.

The MODELYZR focus is the ability to increasingly understand interconnections and draw respective conclusions,

rather than just collecting data; abandoning the usual retrospective market view and shifting to a forward-looking, future-focused view.

The major question should no longer exclusively be “How much have we sold?” but also: “How much could we sell and to whom?”

As a future-oriented analysis tool MODELYZR allows you to always look at the market from different perspectives. The software is based to a large extent on the requirements and needs of your company and reflects exactly the potential of your products and services. Based on well-founded information, setup of strategic market development plans improves and makes the subsequent implementation of marketing activities easier.

How does MODELYZR work?

The most important thing up front: you are always in control of the most important asset of your company: your data and processes. And you can decide for yourself if you deploy MODELYZR in your own data center or in the secured SAP Cloud Platform.

MODELYZR first analyzes the existing information, points out inconsistencies and sustainably increases the data quality in all systems.

Your company data will be enriched with relevant, external data. Finally, all sources are refined by our data logic / algorithms and extended by KPIs (including sales potential, valuation methods, etc.). MODELYZR’s permanent up-to-date connection of all sources gives you a fresh, clear view of your business in real time.

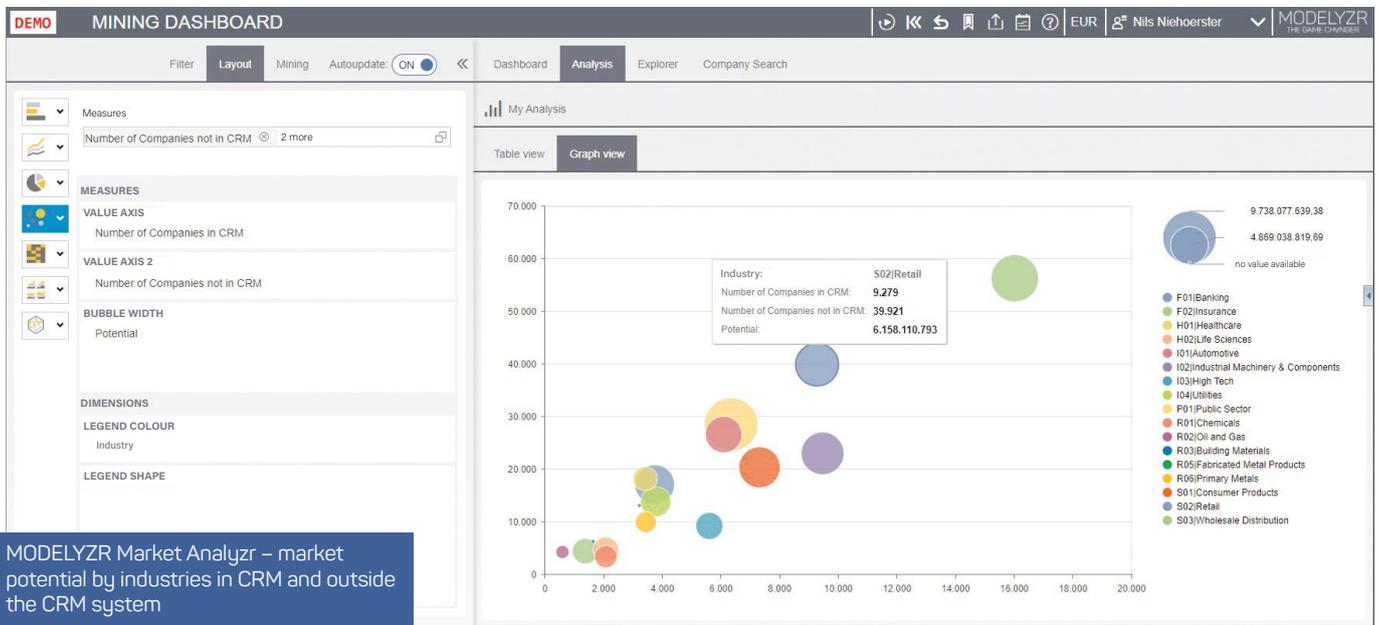
“MODELYZR is the perfect combination of software and coordinated processes to generate demand for our entire portfolio”

Dr. Andreas Pauls, Global Head of Sales & Managing Director Germany
Executive Vice President itelligence AG

The user interfaces of MODELYZR are tailor-made for each customer: they make the untapped knowledge of your company visible in many areas and provide new insights. As a result, targeted queries and analyses in various dimensions are possible.

For instance, you can select and systematically examine industries, products, services, or distribution partner landscapes to strategically align business areas.

Modelyzr – Mining Dashboard

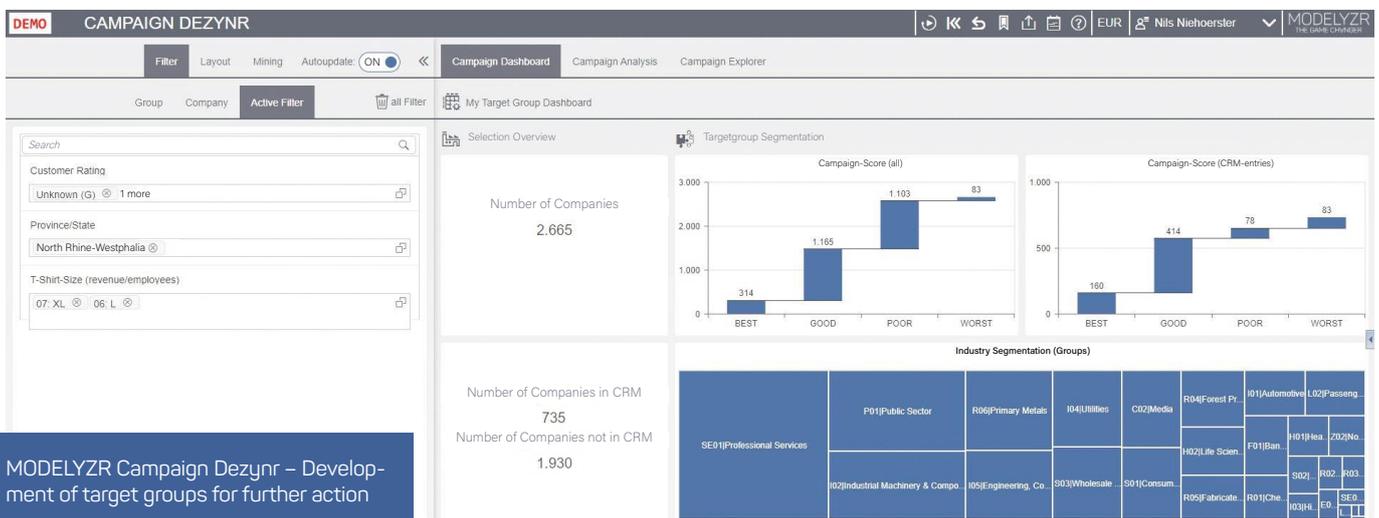


MODELYZR Market Analyzr – market potential by industries in CRM and outside the CRM system

The queries are easy and intuitive to implement for the user: Each user group is individually trained by us and a sophisticated authorization management provides users exclusively with relevant information. MODELYZR is so easy to use that you as a user navigate safely through any market. And, of course, we'll help you leverage and operationalize your results to help you achieve your goals more efficiently and your sales and marketing investments to be worth while.

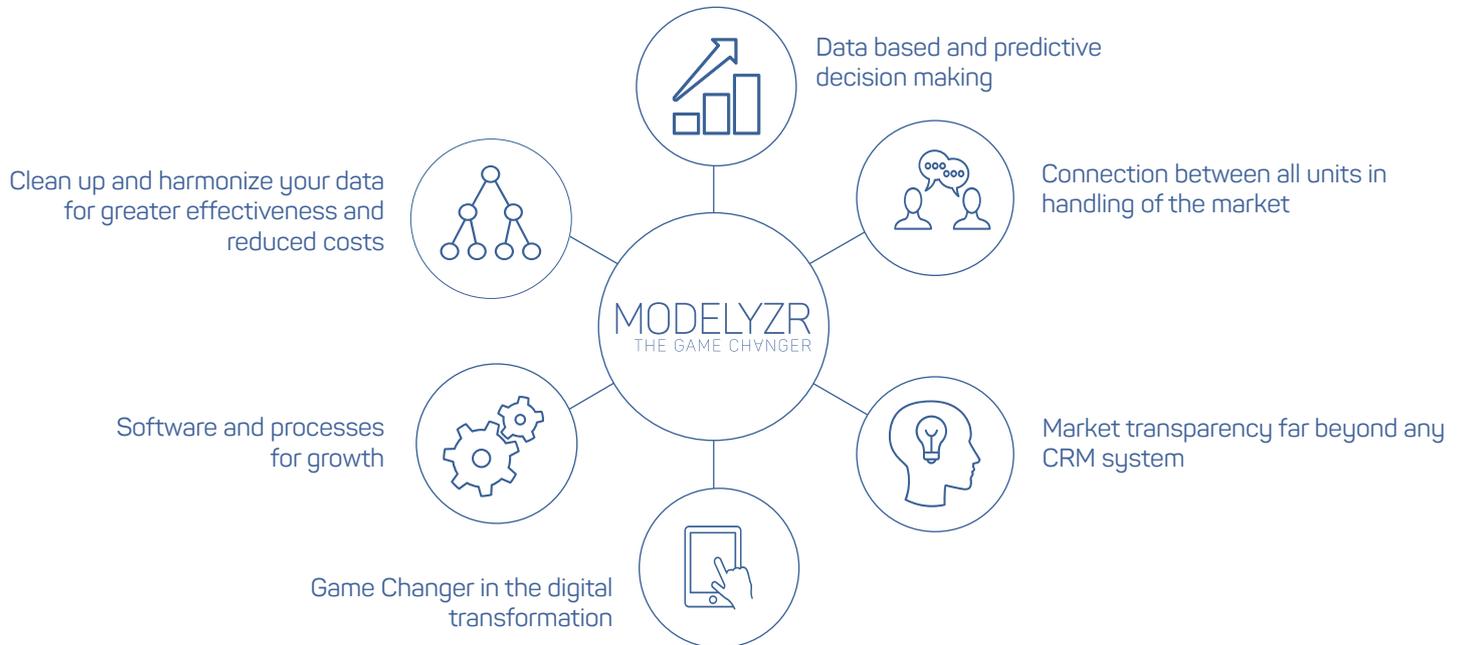
Another advantage of MODELYZR: Your data is standardized and defined so that a common ground for communication is created for all participants while talking about company figures. This enables modern controlling – and it leads to a wider understanding of the business and the consequent requirements. Because change does not only happen in technology, but has to be entrenched in the minds of your teams. That makes MODELYZR a game changer.

Modelyzr – Campaign Dezynr



MODELYZR Campaign Dezynr – Development of target groups for further action

Your benefits at a glance:



We are ready when you are ready.

- The MODELYZR software is already used in more than 100 countries globally and has been widely integrated in complex, highly customized business scenarios.
 - Data-driven demand management including indirect sales channels was implemented by us with proven success.
 - We cooperate with the best data providers worldwide.
- Want to create new connections?
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