



KNOWLEDGE CREATES MARKETS

DATA DRIVEN DEMAND MANAGEMENT



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

"If Siemens knew what Siemens knows, our figures would be even better," said Heinrich von Pierer, then CEO of Siemens, at the annual press conference of Germany's largest technology company in Munich back in 1995.

Today, when the future of a company depends on the intelligent, connected handling of knowledge, this is more relevant than ever. When it comes to opening up new markets in complex, international environments, managing growth and making agile, forward-looking portfolio decisions, it is essential to see how much

unused knowledge is lying dormant in one's own company.

New connections create new knowledge. With digitalization, the possibilities for gaining information and knowledge on an individual and machine level are increasing explosively. Your company must also take advantage of these opportunities to build on its competitive advantages and transfer successes and experience from its existing business to new customers, markets and countries.

"Outdated and inconsistent data in CRM systems is always a problem and reduces the acceptance of the systems and the measures that are launched from them. This is where MODELYZR steps in and creates a new, more reliable data world."

Ralf Korb

Owner of Korb & Kollegen, CRM Visionary and Mastermind

Digitalization begins with connecting what already exists.

In the practice of internal company data use, it is noticeable: Individual systems perform their tasks, but the knowledge stored in them is rarely exploited, or only to a limited extent. **Data lies in data silos: CRM, ERP, portfolio information, product catalogs and external data sources form digital islands instead of providing a holistic market picture.** This makes a valuable use of all possibilities almost impossible.

Furthermore, we see in our projects that about 50% of the information in the CRM system is incorrect, outdated or incomplete. This impression is confirmed by a study by Trovarit. The consequences are, among others:

- **A mismatched customer approach** because sales and marketing are not looking at the same information.
- **Low effectiveness of campaigns** – in our experience it is about 40-60% below what becomes possible if you can address the right target market (comparison: before MODELYZR launch vs. after MODELYZR launch).
- **A missed lead generation** because the entire market is not addressed: In the B2B environment, up to 70% of company information such as company structure, industry segmentation or number of employees is not known.

The consequences of keeping data in silos always are **unnecessarily high distribution costs and avoidable opportunity costs**. To reduce these costs, all valuable company information must be

linked together – and is ideally combined with relevant data from secure, external sources. This is the only way to identify all sales potentials of the entire market.

Many companies make decisions for future growth with a view to the past.

Key sales figures, the pipeline status, market studies, information on competitors and external databases: all information that is exposed to the rapid pace of market change is often no longer up to date by the time it is available to the company.

Wouldn't it be better if we could access all our data and information permanently and in real time? In some kind of **"Digital Boardroom"** for everyone, with frontends that conjure up live market studies on the screen – just as the head-up display in a modern car projects important and up-to-date data onto the windshield in order to navigate us safely to our destination?



Business planning based purely on controlling data is like driving a car while only looking in the rear-view mirror.

All these are reasons enough to **pave the way in good time for**

an unhindered exchange of information between all systems.

Data Driven Demand Management. Future-oriented decisions.

Where is there still potential with our existing customers? In which segments is new business possible and can it be acquired in a targeted manner? Where have we sold better than others –

where should we become even more active? The MODELYZR answers these questions and allows your entire company to benefit from a clear view of complex markets.

“MODELYZR is part of our Data-Driven-Demand approach, which allows us to significantly increase pipeline coverage by ensuring we maximize the reach of our addressable market.”

Rinse Tamsma

SAP SE, Senior Vice-President Global Partner Organization Region Middle & Eastern Europe*

*At the time of statement

A view that goes far beyond the boundaries of your CRM or ERP system. Because it always includes all companies in the market.

All this not only gives you greater planning and decision-making reliability: The real-time analyses also make it easy for you to keep an eye on current developments and to be able to react quickly

to them at any time. All units in your company are **connected non-stop in Data Driven Demand Management** - even the integration of indirect sales channels is no longer a problem.

This makes MODELYZR a flexible and integrated tool. Specially created to make you more successful with your own existing resources.

"MODELYZR is the perfect combination of software and aligned processes to generate demand for our entire portfolio."

Dr. Andreas Pauls

NTT Data, Executive Vice President, Global Head of Sales & Managing Director Germany*

*At the time of statement

MODELYZR – the navigator in your data universe.

The present is under a new motto:

See, understand and conquer markets.

MODELYZR is the software that shows you the potentials and possibilities for this. At any time, in real time. Designed by renowned data scientists, MODELYZR supports your company in its digital transformation, builds bridges between formerly isolated system islands and thus creates a data universe with freely available, valuable knowledge - and new opportunities for customer acquisition in existing and new markets.

With MODELYZR, the focus is not on collecting data, but on the possibility of recognizing correla-

tions and drawing new conclusions from them. Away from a backward-looking view of the market, towards a forward-looking view.

Like this, in the future it can no longer be exclusively "How much did we sell?" but also "**How much could we sell and where?**"

MODELYZR allows you to always look at markets from different angles. The software is highly geared to the circumstances of your company and precisely maps the potential of your products and services. This allows you to better plan your strategic market development and follow it through to the implementation of marketing activities.

How does MODELYZR work?

Most importantly, you remain in control of your company's most important asset: your data and processes. And you can decide for yourself whether you want to run MODELYZR in your own data center or in the secured environment of the SAP Cloud Platform.

MODELYZR first analyzes existing information, identifies inconsistencies and significantly and sustainably increases data quality in all systems. Your in-house data is enriched with relevant external data. Finally, all sources are refined by our algorithms and enhanced with KPIs (e.g. sales potential, valuation methods, etc.). The perma-

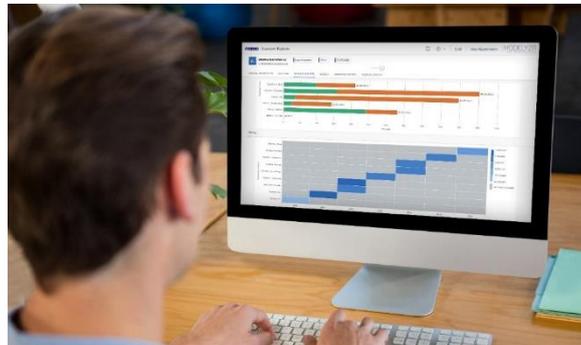
nent up-to-date connection of all sources creates **a new, clear view of your business** in real time.

The user interfaces of MODELYZR are tailor-made: They make your company's knowledge, which is unused in many areas, visible and provide you with new insights. This enables targeted queries and analyses in a wide range of dimensions. For example, you can select industries, products, services or sales partner landscapes, systematically examine them and strategically align business areas accordingly.

Modern, intuitive User Interface.

The queries are easy and intuitive for the user to implement: We train each user group individually and provide them exclusively with relevant information through sophisticated authorization management.

MODELYZR is so easy to use that users can safely navigate through any market. Of course, we support you in the use and operationalization of the results, so that you achieve your goals more efficiently and your investments in sales and marketing pay off better.



Another advantage of MODELYZR is that your data is standardized and defined, creating a common basis of communication for all parties involved when talking about company figures. This enables

modern controlling - and a broader understanding of the business and the resulting requirements. Because change does not only take place in technology, but also in the heads of your teams.

This is what makes MODELYZR a true game changer.

Revolutionize national and global distribution with the MODELYZR.

Which national and international growth potentials can my company tap? Which new markets are particularly promising and who are the most important target customers? With MODELYZR, you can make sales and revenue potential visible at the push of a button.

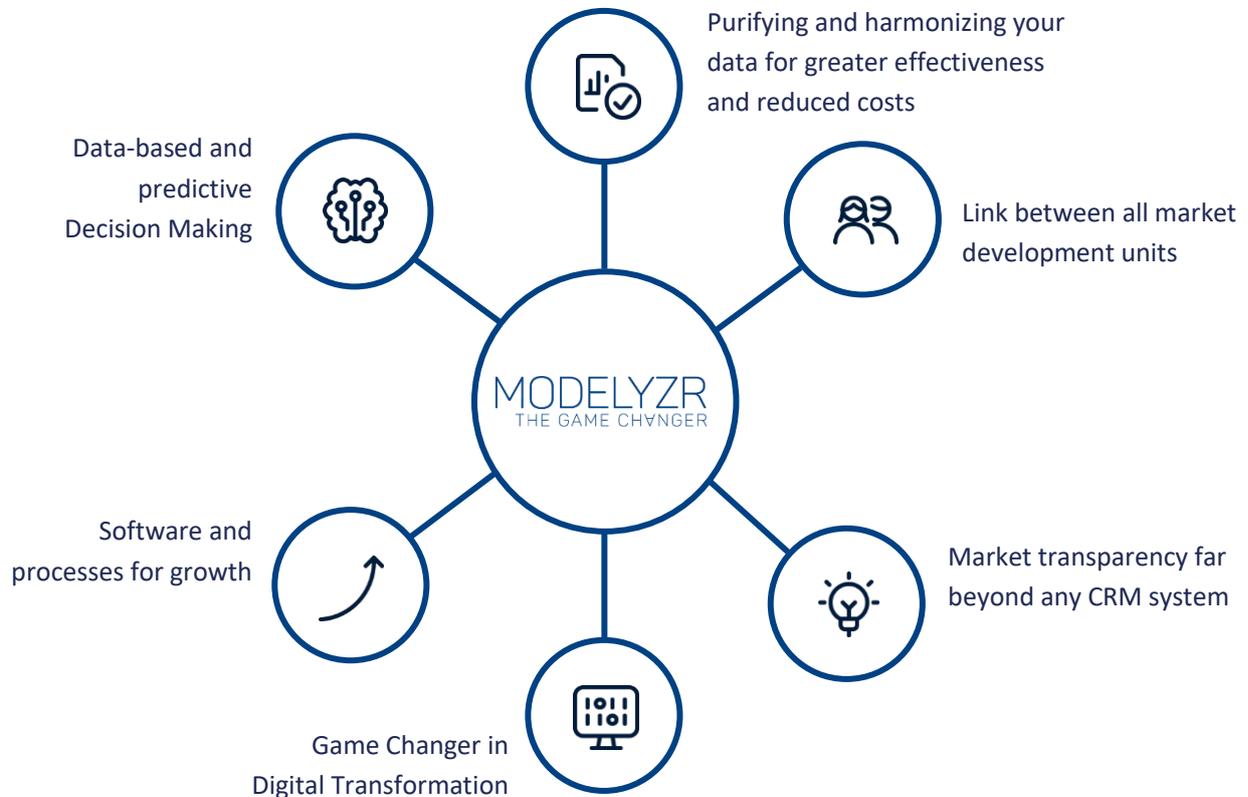
The data analytics engine generates a complete market picture that goes far beyond the CRM horizon. MODELYZR combines all available internal and external market data in a single source of

truth, structures and qualifies it, and paves the way for an optimal go-to-market strategy - accurate, without wastage, and refined by lean AI.

Control your sales resources with the best possible success rate and transfer proven sales strategies to new markets worldwide.

Data up your Business - with the MODELYZR!

Your advantages at a glance:



MODELYZR
THE GAME CHANGER

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