



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 and connected handling of knowledge, information is more relevant than ever. In the context of entering new markets in complex international environments, managing growth, and making agile forward-looking portfolio decisions, it is crucial to recognize how much unused knowledge is lying dormant within the

company.

New connections lead to new knowledge. The rapid expansion of digitalization has dramatically increased the opportunities for acquiring information and insights, both at the individual and machine levels your company must capitalize on the opportunities to enhance its competitive advantage and successfully transfer the achievements and expertise 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"Outdated and inconsistent data in CRM systems is always a problem and reduces the acceptance of the systems and the measures that are launched from them.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, a noticeable pattern emerges: 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 fragmentation makes it nearly impossible to fully leverage all available opportunities.

Additionally, in our projects, we observe that about 50% of the information in CRM systems is incorrect, outdated, or incomplete. This observation is supported by a study conducted by Trovarit.

The consequences of this include:

- **A mismatched customer approach** because sales and marketing are not looking at the same information.
- **Low effectiveness of campaigns** – in our experience, performance is about 40-60% below potential when the right target market is not properly addressed (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 often unknown.

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

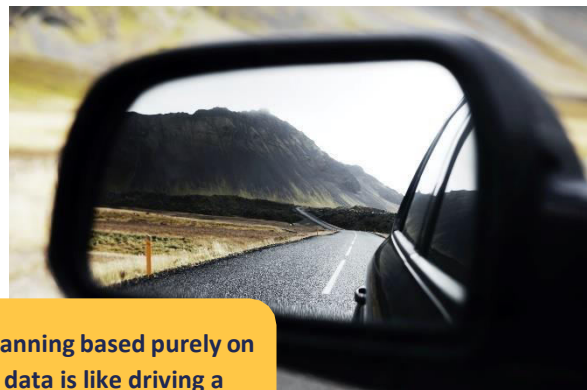
linked together and is ideally combined with relevant data from secure, external sources. This is the only way to identify all sales potentials of the entire market.

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

Key sales figures, the pipeline status, market studies, competitor information and external databases: all information, exposed to the rapid pace of market change, is often outdated by the time it is available to the company.

Wouldn't it be better if we could access all our data and information continuously?

And in real time? In some kind of **"Digital Boardroom"** accessible for everyone, with frontends that instantly show live market studies on the screen—just like the head-up display in a modern car's projects, important and up to date data onto the dashboard 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 suitable time for an unhindered exchange of information between all systems.**

Data Driven Demand Management. Future-oriented decisions.

Where is there still untapped potential with our existing customers? Which segments offer new business opportunities, and can they be acquired in a targeted way?

Moreover, where have we outperformed others and where should we focus more? MODELYZR answers these questions, enabling your entire company to gain a clear view of complex markets and capitalize on new opportunities.

"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

MODELYZR provides a view that extends far beyond the limits of your CRM or ERP system, encompassing all companies in the market. This comprehensive perspective not only enhances your planning and decision-making reliability but also enables real-time analysis, making it easy to monitor current developments and respond quickly.

With all units in your company continuously connected through **Data-Driven Demand Management**, even the integration of indirect sales channels becomes seamless. **This makes MODELYZR a flexible and integrated tool, specifically designed to help you achieve greater success using your 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:

View, understand and conquer markets.

MODELYZR is a unique software that uncovers potential and possibilities for your business, available to you at any time and in real time. Developed by renowned data scientists, MODELYZR assists your company in its digital transformation by connecting previously isolated systems and creating a unified data universe. This integration not only unlocks valuable insights but also opens new opportunities for customer acquisition in both existing and emerging markets.

With MODELYZR, the focus shifts from merely collecting data to recognizing correlations and drawing new insights from them. It moves your perspective from a backward-looking view of the market to a forward-looking one.

This way, in the future, the focus won't just be on "How much did we sell?" but also on "**How much could we sell, and where?**"

MODELYZR enables you to view markets from multiple perspectives. The software is tailored to the unique needs of your company and accurately maps the potential of your products and services. This allows you to plan your strategic market development more effectively and seamlessly carry it through to the implementation of your marketing activities.

How does MODELYZR work?

First and foremost, you retain control of your company's most valuable assets: your data and processes. You have the flexibility to decide whether to run MODELYZR in your own data center or within the secure environment of the SAP Cloud Platform.

MODELYZR begins by analyzing your existing information, identifying inconsistencies and sustainability, enhancing data quality across all systems. It enriches your in-house data with all relevant external sources, then refines everything using our algorithms and key performance indicators (KPIs), such as sales potential and valuation methods.

This continuous, real-time integration of all data sources provides a **fresh, clear perspective of your business.**

The user interfaces of MODELYZR are custom designed to make your company's untapped knowledge visible and provide you with fresh insights. This enables targeted queries and analyses across various dimensions. For example, you can systematically examine industries, products, services, or sales partner landscapes and strategically align your business areas accordingly.

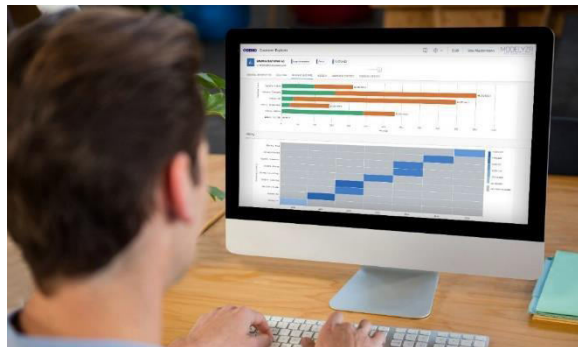
Modern, intuitive User Interface.

The queries are easy and intuitive for users to implement. We provide individualized training for each user group and ensure they receive only the relevant information through advanced authorization management.

MODELYZR is designed to be so user friendly that anyone can confidently navigate through any market. Naturally, we provide support in utilizing and operationalizing the results, ensuring you achieve your goals more efficiently and maximize the return on your sales and marketing investments.

Another advantage of MODELYZR is that it standardizes and defines your data, creating a unified foundation for communication across all parties when discussing company figures. This facilitates modern

controlling and fosters a deeper understanding of the business and its evolving requirements. After all, change doesn't just happen in technology- it also occurs in the minds of your teams.



This is what makes MODELYZR a true gamechanger.

Revolutionize national and global distribution with MODELYZR.

What national and international growth opportunities can my company tap into? Which new markets are particularly promising, and who are the most important target customers? With MODELYZR, you can reveal sales and revenue potential at the click of a button.

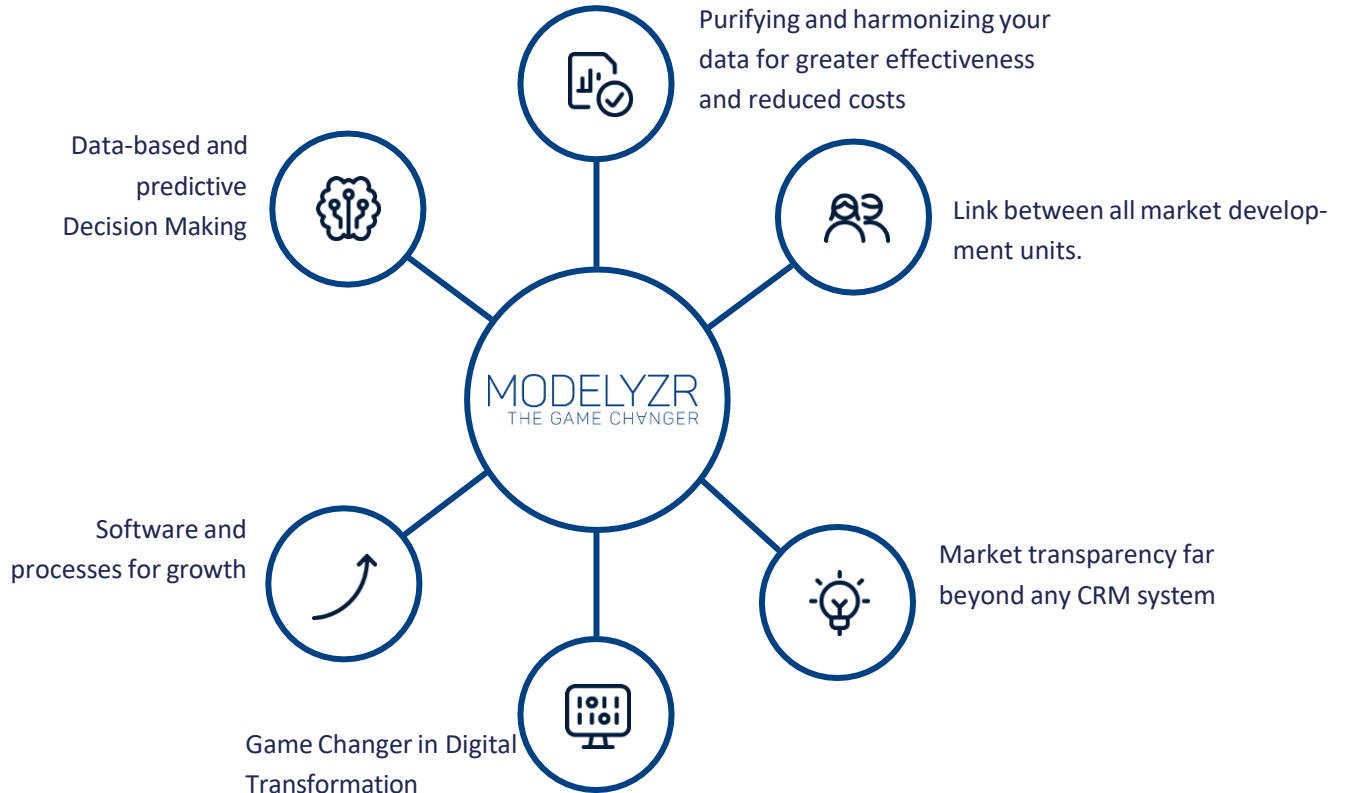
The data analytics engine generates a comprehensive market picture that extends far beyond the CRM horizon. MODELYZR combines all available internal and external market data in a single source of

truth, structuring and qualifying it to pave the way for an optimal go-to-market strategy accurately, efficiently and enhanced by lean AI.

Maximize your success by efficiently managing your sales resources and seamlessly applying proven sales strategies to new markets worldwide.

Data up your Business - with MODELYZR!

Your advantages at a glance:



MODELYZR
THE GAME CHANGER

**Modelyzr GmbH Ludger-
ristr. 54
48143 Münster**

Tel: +49 251 857 126 82

Fax: +49 251 981 614 26

E-Mail: info@modelyzr.com

Web: www.modelyzr.com