

DELIVERING THE

INTERNET OF SALES

 **alooto**

Eyal Elbahary, CEO & Founder



Customers demand a prompt, personalized & much richer
BUYING EXPERIENCE!



Real-time **sales guidance** and
engagement that enables Sales
to meet customers where they are
IN THEIR BUYING JOURNEY





IoS

CONNECTING THE DOTS OF

SILOED INFORMATION & **ENGAGEMENT SENSORS**



ENGAGEMENT SENSORS

- Journey Mapping
- Level of Interest

EXTERNAL KNOWLEDGE

- LinkedIn Profile & Activities
- Company's Website

PAST INTERACTIONS

- Products/Services
- Interactions History
- Opp/Lead Score
- Customer Profile

INTERNAL KNOWLEDGE

- Sales Model (Including Upsell, Cross-sell, Promotions & SPIFFs)
- Vertical Profiling
- Mktg/Sales Content
- Comp-Landmines





GUIDE

Next best action(s) to advance & expand



ENGAGE

Deliver & collaborate on the most relevant content



INSIGHT

Uncover buyer interests

GUIDE ► ENGAGE ► INSIGHT





CUSTOMER

Unprecedented buying experience

via a personalized & interactive engagement

SALES MGMT

Greater agility

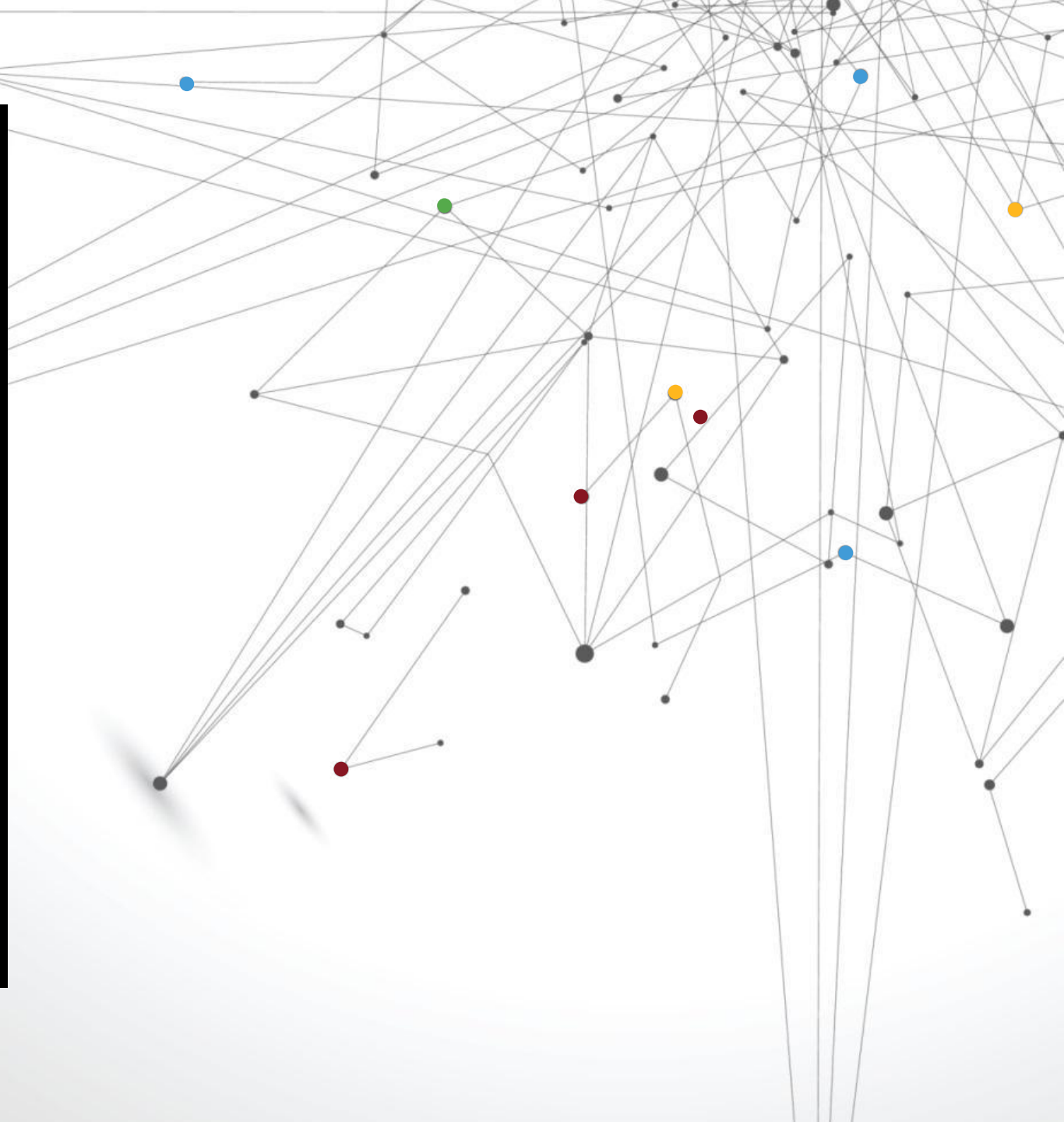
by improved visibility and ability to react in real-time to changing biz needs

SALES TEAM

Faster time to value

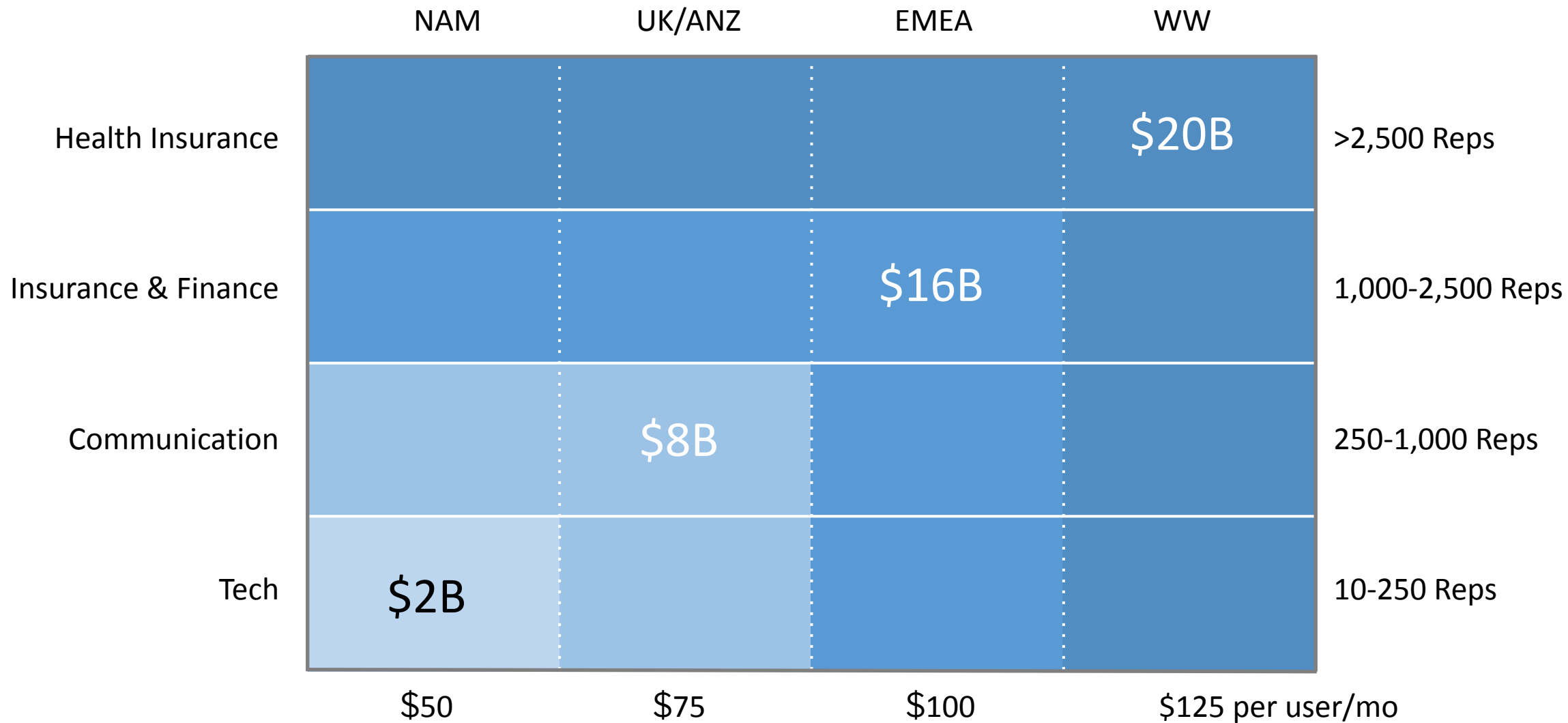
through real-time insights that tie sales activities to results

THE MARKET



Gartner[®]
OPP
- to -
CASH

\$41B
by 2018



Customer
Experience
& Analytics

clearslide

TinderBox

Valooto

zuora

APTTUS

salesforce steelbrick

Sales Guidance & Recommendation
throughout the entire Sales Process

Competitive Landscape

Valooto

GO TO MARKET



INDUSTRY

- High-tech ✓
- Communication
- Insurance & Finance
- Health Insurance



GEOGRAPHY

- North America ✓
- UK, ANZ
- EMEA
- WW



CRM

- Salesforce.com ✓
- MS Dynamics
- SugarCRM
- Oracle Sales Cloud



ORG. SIZE

- SME ✓
- Enterprises
- Large Enterprises



Addressable Market



TAILORED

- **INDUSTRY SPECIFIC**

-
- **ZERO SETUP PROJECT**

-
- **OPERATED BY BUSINESS**

SALES ECOSYSTEM

- **OMNI-CHANNEL**

-
- **CRM/PRM AGNOSTIC**

COMMERCIAL

- **\$50, \$75, \$125 USER/MO**

-
- **CUSTOMER SUCCESS**

1

DAY TO POC

0

SET-UP PROJECT

1

\$1/DAY PER REP

SINGLE DECISION MAKER

LAND & EXPAND



No touch over the web (<25 reps)

Low touch Inside-Sales (25-1000 reps)

Enterprise Sale (>1000 reps)

Strategic & Channel Partners



WELL EDUCATED MARKET!

Bottom-up Demand and Viral
Effect...

THE COMPANY



1
Year

\$1.5M JVP AUG-14

TEAM

PRODUCT/MARKET FIT

GA MAY-15

2
Year

SCALABLE, LOW-TOUCH
LEADGEN, SALES & CSM

PARTNER COMMUNITY

\$1M JVP NOV-15

25 CUSTOMERS, **975** USERS

\$300K ARR (LAND)

\$700K DEFFERED ARR
(EXPAND)



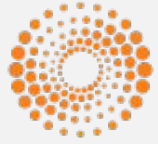


Clicktale®



25 customers, 975 of 2200 reps





THOMSON REUTERS™

DATAPIPE



Check Point
SOFTWARE TECHNOLOGIES LTD.

Telefonica

BAE SYSTEMS
INSPIRED WORK

SOLIDFIRE

NICE®

Kaltura
open source video

Telit

ACI™
UNIVERSAL PAYMENTS



Allied Telesis™

FORTINET®

software AG



Stratasys

NETAFIM

MERRILL CORPORATION

tadiran
simply done right.

Prospects w/ 20,000 reps





Deloitte.



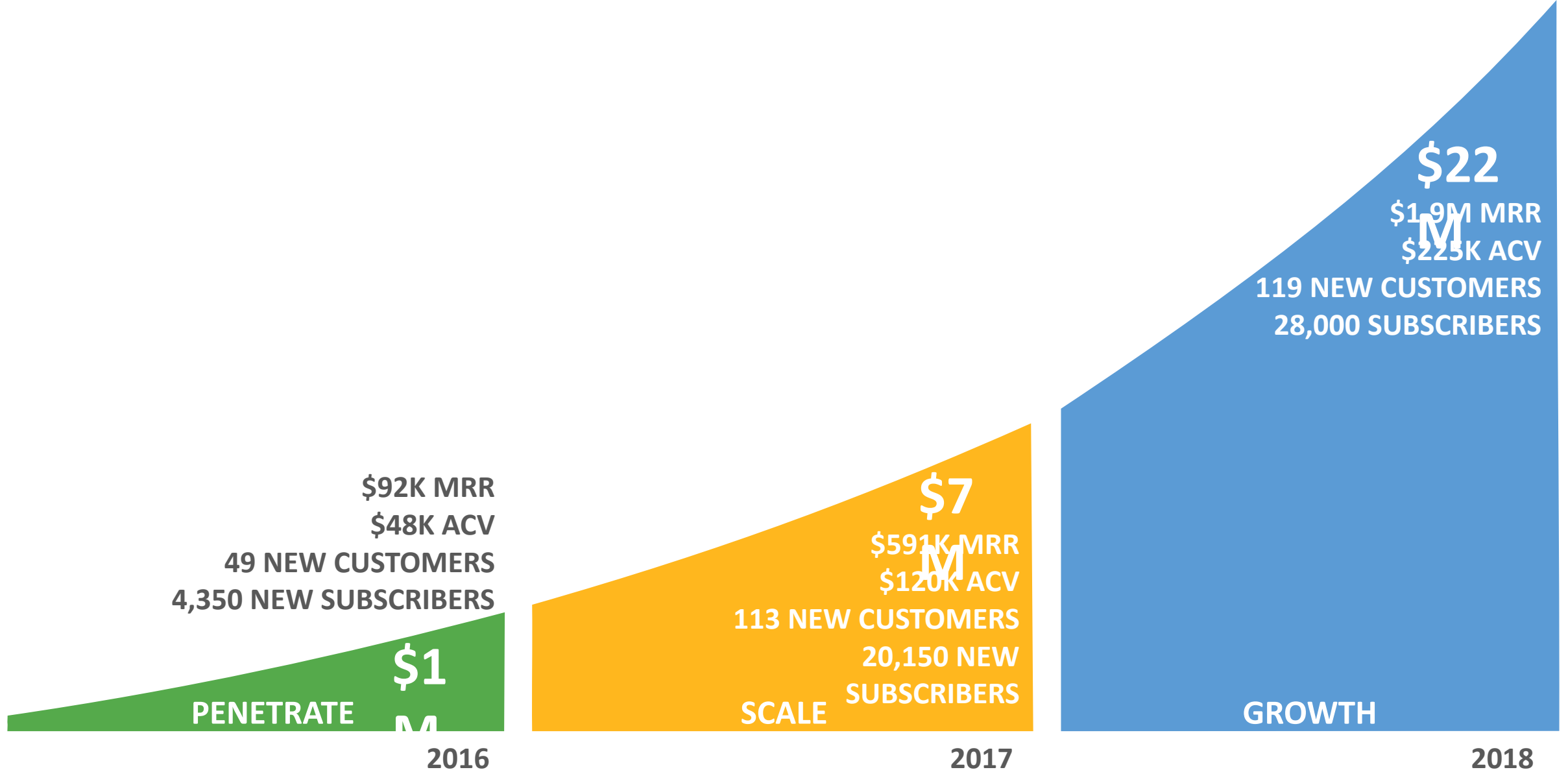
CloudTech
Applications

SERVICE
WISE
Business Applications

CLCLOUDIUS

Channel Partners





3yr Plan



THANK YOU!

