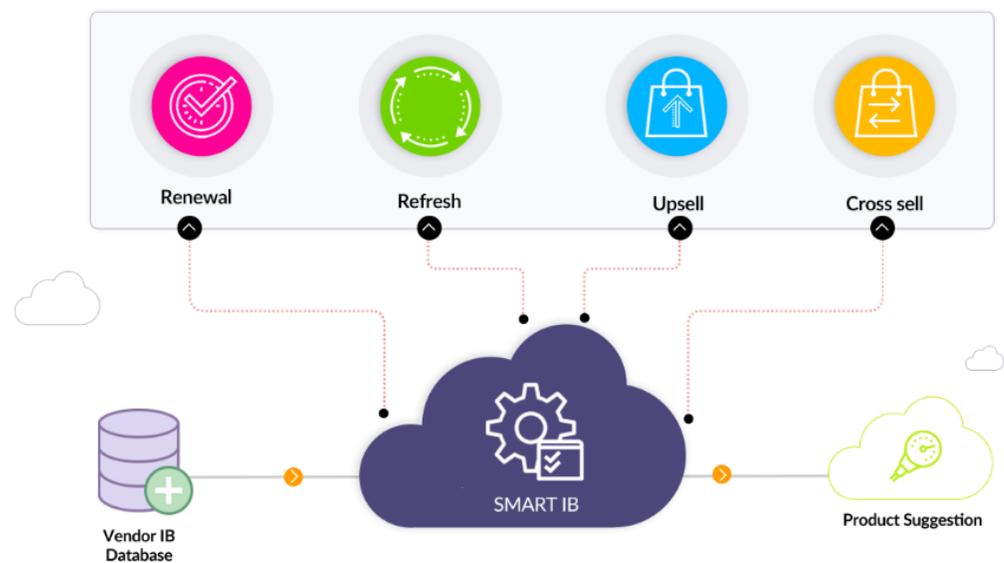


# Yagna Channel Partner Suite

Yagna is an install base driven sales acceleration platform. Yagna utilizes your multi-vendor historical sales transactions data, namely Installed Base Data (IB) and churns new Up-sell / Cross-sell opportunities with the help of its analytics and machine learning capabilities. Once the new IB driven opportunities are identified, you can use our world class Configure Price Quote (CPQ) Platform to generate quotes and proposals and drive closure with single click payments mechanism.



## Smart Leads (Renewals)

Over the years, Vendors, Distributors and Channel Partners sell products to thousands of customers. But how often this past sales data, i.e., installed base (IB) data is utilized effectively to generate more business for your organization? - Well, the answer is rarely!

Stats suggest that acquiring a new customer revenue is anywhere from 5 to 25 times more expensive than retaining and generating recurring and incremental revenue from an existing customer.

With Yagna's Smart Renewals and Smart XSUS products, tap into huge recurring and incremental revenue from your existing customers' installed base data.

Yagna, leveraging latest of the technology stacks such as Big Data Analytics and Data Mining, combined with Machine Learning can sift through terabytes of your customer Installed Base data, and can provide very useful insight into existing customers and new leads to generate incremental revenue.

# *Yagna Channel Partner Suite*

Maintenance and Support renewals account for roughly 20-25% of the revenue for any vendor and depending on region or customer environment typically only 50-60% of the maintenance contracts gets renewed year over year, leading to potential revenue loss.

The biggest problem areas are the contracts which have low dollar value attached to them but are in large volumes because the renewal process still remains largely manual and the cost of time and effort to close low dollar contracts are bigger than the contract value itself.

Yagna's Smart Renewal products makes this renewal process 100% automatic and zero touch. Once the margin rules are set up in the system, Yagna identifies these renewal opportunities and sends automatic notifications to the customers with the payment links. Customers can then make the payment online and renew their contract.

Yagna also enables end to end tracking of your renewals. You can assign these renewal opportunities as SmartLead to your sales team and track day to day progress on Yagna, which otherwise is very difficult to track.

## **Smart XSUS (Cross-Sell/ Upsell)**

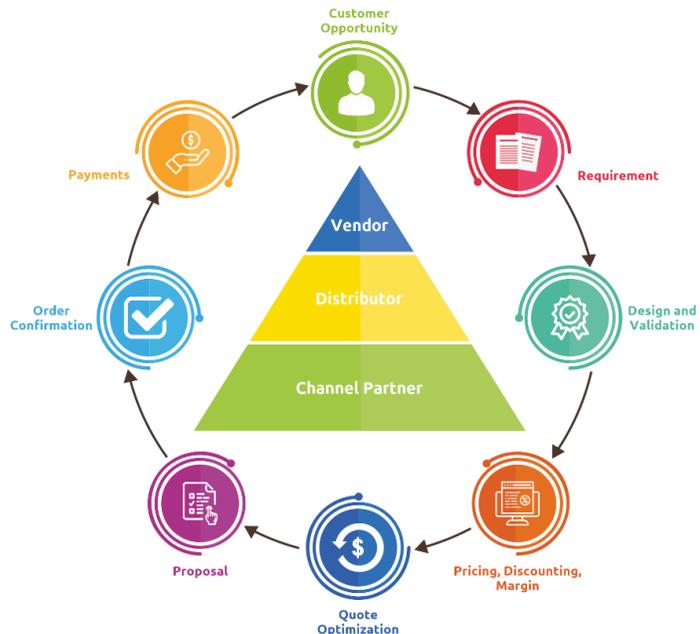
As customers buys and utilizes your products over the years, you should be able to digitally identify their requirements and should unlock opportunities to upsell / cross-sell products and generate incremental revenue. However unlocking these new business opportunities by sifting through thousands or even millions of records is humanly impossible. But there is Hope!

Yagna with its Smart Cross-Sell/ Upsell product line does exactly that for you. All you have to do is to upload (or integrate) your historical sales data i.e. Installed Base data in Yagna and on a single click get Upsell / Cross-sell leads for your customers on your dashboard.

What more, you can also assign these opportunities as SmartLead to your sales team and track day to day progress on Yagna dashboard.

# Yagna Channel Partner Suite

## CPQ+ (Configure Price Quote)



The channel partner business has an ever shifting landscape; Vendors change, products change, revenue models change but one thing which is constant is the need to find more business hence the growth while keeping the profit margins healthy.

Global sales leaders are streamlining their global organization's practices and operations as part of digital transformation initiatives with the aim to increase sales effectiveness, margins, and revenue.

Are you still using older and manual ways to do your day-to-day jobs like creating spreadsheets for building quotes? Manual work is always error-prone and often requires too many reviews and revisions. Is it slowing down your process and progress?

It's time to revamp! Yagna's Configure Price & Quote (CPQ) solution is here to create faster quotes and proposals. Your sales reps and partners don't have to pull information from different spreadsheets to create quotes and proposals anymore.

Our innovative excellence has helped us reinvent the whole selling experience by applying Artificial Intelligence and Machine Learning to the selling process. Our intelligent CPQ software quickly guides the partners or customers through the product configuration, creates quotes and provides Cross-Sell/ Upsell recommendations.

# Yagna Channel Partner Suite

## Feature Set



### A. Smart Cross-Sell/ Upsell and Renewal

- ✓ Single Sign On (SSO) integration
- ✓ Visually Analyze your data and build insightful report
- ✓ Announcements and promotion space for target audience
- ✓ Get product suggestions and create Good, Better, Best version of BOM
- ✓ Customized branded one click proposal
- ✓ Features to assign, accept, return, recall, expire the renewal quotes and cross-sell/upsell leads
- ✓ Suggestions on right product maintenance services based on partner type, region
- ✓ Create various quote versions to manage your sales iterations
- ✓ Local currency conversion, automatic conversion rate from Open Exchange and applied with configured surcharge
- ✓ cNet for product information and attributes
- ✓ Deal failure analysis reports
- ✓ Seamless Deal Reg with Vendors

# *Yagna Channel Partner Suite*

- ✓ Share Quote with team members for approvals/updates if any
- ✓ Export Quote in a predefined template in any of Excel, PDF, Word formats
- ✓ Terms & Conditions attached to the Quote
- ✓ Get info about quote expiry & notifications
- ✓ Territory and sales hierarchy based quote routing
- ✓ Team Management system to keep track of all team activities and performance
- ✓ Repository of all ongoing and older quotes
- ✓ Most selling , trending product, service, product family reports
- ✓ Identify and present Upsell/Cross-sell Options
- ✓ Confirm orders to Vendors/distributors
- ✓ Zero Touch Renewal system to identify renewals send automatic quotes with payment links to the customers
- ✓ 100% Automated Renewal Quotes
- ✓ Partners not only get sales/renewal quotes but also they can close it with One click payment
- ✓ Identify and Co-term multiple contracts
- ✓ Renewal aided by Machine Learning and AI
- ✓ AI/NLP based YANA Chat Bot to Find Product, Compare Products, Get Quote, Find Contract
- ✓ Quick & Ready User Guide for reference while using the platform

## **B. CPQ+ (Configure Price Quote)**

- ✓ Single Sign On (SSO) Integration
- ✓ Guided selling to build quick cookie-cutter run rate quotes
- ✓ Visually Analyze your data and build insightful report
- ✓ Announcements and promotion space for target audience
- ✓ Multi-vendor product store/ portal
- ✓ Get product suggestions and create Good, Better, Best version of BOM
- ✓ Support for Taxation while creating quotes
- ✓ Real time pricing from distributor
- ✓ Rule based auto discounts & margin
- ✓ Goal Seek Pricing to help close your deals in certain Margin limit

# Yagna Channel Partner Suite

- ✓ Multi-region price lists with different currencies
- ✓ Multiple Pricing Schemes
- ✓ Customized branded one click proposal
- ✓ Intelligent Product Store with ChatBot (Virtual Assistant)
- ✓ Customer search integrated with vendor system
- ✓ Google maps for customer address
- ✓ Solution/ managed service bundle creation using different products
- ✓ Support for multi-stacking of discounts and promotions
- ✓ Suggestions on right product maintenance services based on partner type, region
- ✓ Create various quote versions to manage your sales iterations
- ✓ Local currency conversion, automatic conversion rate from Open Exchange and applied with configured surcharge
- ✓ cNet for product information and attributes
- ✓ Seamless Deal Reg with Vendors
- ✓ Share Quote with team members for approvals/updates if any
- ✓ Export Quote in a predefined template in any of Excel, PDF, Word formats
- ✓ Terms & Conditions attached to the Quote
- ✓ Get info about quote expiry & notifications
- ✓ Territory and sales hierarchy based quote routing
- ✓ Team Management system to keep track of all team activities and performance
- ✓ Repository of all ongoing and older quotes
- ✓ Most selling, trending product, service, product family reports
- ✓ Get to analyze every business opportunity with the project status options like Abandoned, Draft, Quoted, Lost, Ordered etc.
- ✓ Generate reports for monthly/quarterly/yearly business analysis
- ✓ Built in connector for Salesforce & Microsoft Dynamics CRM
- ✓ Customer facing self-care portal with pre-set discounting for run-rate customers
- ✓ Easy accessible CPQ Mobile App
- ✓ Quick & Ready User Guide for reference while using the platform