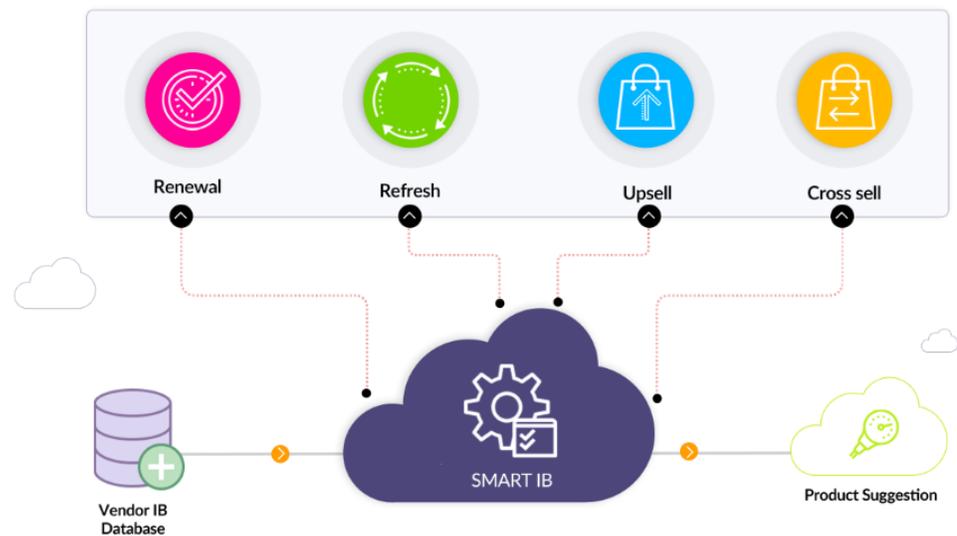


Yagna Vendors Suite

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 help drive incremental revenue opportunities.

Once the new IB driven opportunities are identified, you can use our world class Configure Price Quote (CPQ) Platform to generate quotes and proposals, as well as close deals with single click payment mechanism.

Yagna Vendors Suite

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

The biggest victims are the contracts which have low dollar value but have the high volume. That's because the renewal process still remains largely manual and the cost of time and effort to close low dollar contracts is bigger than the contract value itself.

Yagna's Smart Renewal products makes this renewal process 100% automatic and zero touch. Yagna identifies these renewal opportunities and sends automatic notifications to the customers with the payment links. Customers can then make those payments 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 or your partners and track day to day progress on Yagna, which otherwise can be cumbersome to track.

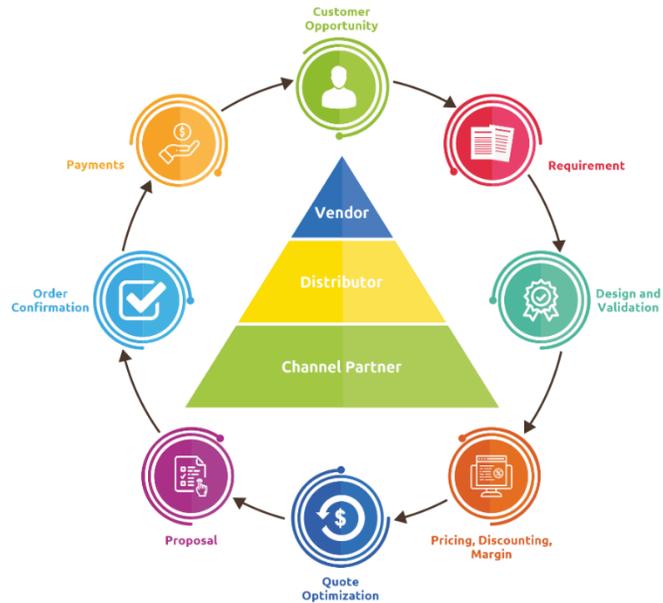
Smart XSUS (Cross-Sell/ Up-sell)

As a customer buys and utilizes your products over the years, you should be able to identify their requirements and should unlock opportunities to upsell / cross-sell additional products. 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 XSUS product line does exactly that for you. All you have to do is to upload (or integrate) your historical sales data i.e. IB in Yagna and on a single click get Upsell / Cross-sell sale opportunities for your customers on your dashboard.

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

Yagna Vendors Suite



CPQ+ (Configure Price Quote)

It takes a lot of muscle to build groundbreaking products. If building products is your passion, we can bring you there; in fact, we can be your vehicle to 'Go To Market' in style!

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

At Yagna, we make selling simple! Just create a portal for your partners, and leave everything to us. We help you attract, retain, delight partners and grow your relationship with partner and customer organizations.

Yagna helps you with demand generation as well as operational efficiency. Yagna utilizes your multi-vendor historical sales transactions data, i.e., Installed Base (IB) and churns new Upsell and Cross-sell sales opportunities for you with the help of its analytics and machine learning capabilities. Once the new IB driven opportunities are identified, a partner or your team can use our world-class Configure Price Quote (CPQ) Platform for generating quotes and proposals, as well as for single click payments.

Our award-winning Vendor Suite is a very comprehensive set of Upsell, Cross-sell, Renewal and CPQ+ platform for Vendors. It spans a one-click onboarding portal for its channel partners and end-customers to do quick quote-to-proposal-to-payment.

Yagna Vendors Suite

Feature Set



A. Smart Cross-Sell/ Upsell and Renewal

- ✓ Unified Cloud access for Vendor, Distributor and Partner users
- ✓ Single Sign On (SSO) integration with Vendor
- ✓ Role and access based views for Vendor, Distributors and Partners
- ✓ Local currency conversion, automatic conversion rate from Open Exchange and applied with your surcharge
- ✓ Revision history allowing you to preview past quote versions to act on them accordingly
- ✓ Identify new Cross-Sell/ Upsell opportunities
- ✓ Identify Dormant customer accounts
- ✓ Identify White Spaces within your top customer accounts
- ✓ Identify Product Refresh opportunities
- ✓ Account Based Selling
- ✓ Zero Touch Renewal system to identify renewals send automatic quotes with payment links to the customers
- ✓ 100% Automated Renewal Quotes
- ✓ Identify and Co-term multiple contracts
- ✓ Renewal aided by Machine Learning and AI

Yagna Vendors Suite

- ✓ Get product suggestions and create Good, Better, Best version of BOM
- ✓ Delayed Product Publish
- ✓ Quote Expiry based on T&C, discount expiry
- ✓ Export in any of Excel, PDF, Word formats
- ✓ Quote versioning, copy and comparisons to manage sales iterations
- ✓ Single proposal with different quote variations with custom templates
- ✓ Share Quote with your team members for approvals/updates if any
- ✓ Identify and generate Renewal Quotes for partners
- ✓ End to end tracking and visibility of shared leads and quotes from 'Partner to Vendor' and 'Distributor to Vendor'
- ✓ Generation of Lead from install base for Cross sell, Upsell (XSUS) and Smart Refresh
- ✓ Live status tracking of lead status (Portal/Email)
- ✓ Auto routing of renewal quotes and cross-sell/up-sell leads to partners and distributor
- ✓ Auto retracting of renewal quotes and XSUS leads in case partner or distributor is not taking action
- ✓ Features to assign, accept, return, recall, expire the renewal quotes and XSUS leads
- ✓ AI/NLP based Chat Bot (Find Product, Compare Products, Get Quote, Find Contract)
- ✓ Suggestions on product sold together
- ✓ Suggestions on popular products based on partner type, region, deal size
- ✓ Suggestions on right product maintenance services based on partner type, region
- ✓ Seamless integration with guided selling , CPQ to build complete quote for renewals and XSUS leads
- ✓ Team Management system to keep track of all team activities and performance
- ✓ Visually Analyze your data and build insightful report
- ✓ Share Quote with your team members for approvals/updates if any
- ✓ Customizable Terms and Conditions for Vendors
- ✓ Quick & Ready User Guide for reference while using the platform

Yagna Vendors Suite

B. CPQ+ (Configure Price Quote)

- ✓ Unified Cloud access for Vendor, Distributor and Partner users
- ✓ Multi-tiered approach to build Vendor -> Distributor -> Partners ecosystem
- ✓ White labelled portal matching Vendor theme with space for promotions
- ✓ Support for multi-stacking of discounts and promotions
- ✓ Single Sign On (SSO) integration with Vendor
- ✓ Role and access based views for Vendor, Distributors and Partners
- ✓ Build your own product store/ portal
- ✓ Product configurations with defined Product Business rules
- ✓ Discount Management based on customer type/category
- ✓ Vendor format customized one click proposal
- ✓ Multiple pricelist management with different currencies
- ✓ Local currency conversion, automatic conversion rate from Open Exchange and applied with your surcharge
- ✓ Territory and sales hierarchy based quote routing
- ✓ Team Management system to keep track of all team activities and performance
- ✓ Visually Analyze your data and build insightful report
- ✓ Get product info and pricing on a quick chat with our ChatBot YANA
- ✓ Self Service Portal for various configurations
- ✓ Solution/ Managed service bundle creation using different products
- ✓ Get product suggestions and create Good, Better, Best version of BOM
- ✓ Professional Service Creation
- ✓ Partner Aware Discounting and Promotions
- ✓ Support for Taxation while creating quotes

Yagna Vendors Suite

- ✓ Vendor validated live price Quotes in multiple currency from multiple distributor
- ✓ Quote Expiry based on T&C, discount expiry
- ✓ Export in any of Excel, PDF, Word formats
- ✓ Import in any of Excel, XML, Yagna Quote formats
- ✓ Quote versioning, copy and comparisons to manage sales iterations
- ✓ Single proposal with different quote variations with custom templates
- ✓ Share Quote with your team members for approvals/updates if any
- ✓ Deal Registration to vendor portal
- ✓ Customizable Terms and Conditions for Vendors
- ✓ Seamless edit of Yagna BoMs in Vendor's CPQ system(if available)
- ✓ Customizable BoM views
- ✓ Vendor, distributor, Partner, Geo, Region hierarchy based reports for quotes, deal-reg and orders
- ✓ Sales Hierarchy based reports for quotes, deal-reg and orders
- ✓ Most selling , trending product, service, product family reports
- ✓ Reports for products Sold often together
- ✓ Vendor System for CPQ, Deal Reg, Orders
- ✓ CRM systems (SFDC, MSD) Integration
- ✓ Google maps for customer address
- ✓ cNet for product information and attributes
- ✓ Quick & Ready User Guide for reference while using the platform