

Revegy Key Account Planning and Management for SAP C4C

Key Account Management is more important than ever

Today's customers spend a larger portion of their wallets with fewer strategic partners. On average, less than 8% of a company's vendors account for 80% of its total spend. It takes a well-executed key account program to maintain and grow revenue in these situations. Your SAP C4C Sales Cloud CRM is a powerful tool serving as a single point of truth for information on every customer at your company. But to grow revenue in your largest accounts, you need insight on the ecosystem of customers at your key accounts.

Enable your SAP CRM for Key Accounts with Revegy

SAP C4C and Revegy have different and complimentary purposes. C4C is an invaluable repository of customer information and relationship history. Adding Revegy harnesses that information to show you where growth opportunities lie and how to harvest them. Use Revegy's visual platform to:



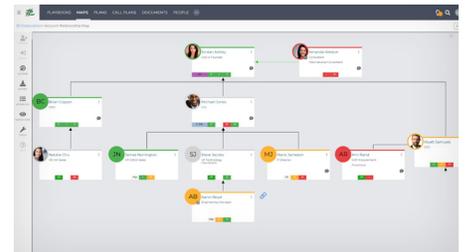
See the people – more than a list, see who's making decisions and who's influencing whom



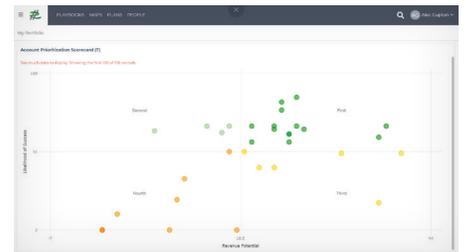
See the priorities – more than your main contact's wish list, see strategic goals impacting every department



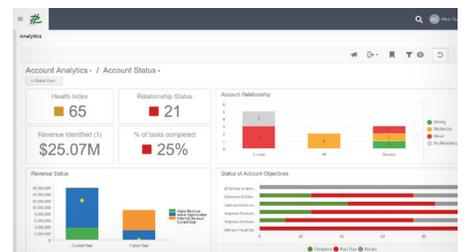
See the progress – more than clients ranked by revenue, see which accounts need attention and how much revenue you can expect next quarter



Relationship Maps – see the key internal and external stakeholders using people maps that integrate with SAP CRM and social media tools.



Account Prioritization Grids – identify accounts with the greatest revenue potential so you'll know where to focus time and effort.



Account Analytics – get powerful insights into key account health, revenue performance, and forecast.



Certified on the SAP Hybris Platform Our official SAP certification delivers confidence and trust that our solutions have been validated by SAP for security, reliability, integration and ease of installation.

Optimize Revenue in your Key Accounts

When you see what's really going on inside your key accounts great things happen to your bottom line. Your CRM data integrates into Revegy's visual platform without duplicate data entry enabling you to see the way to optimize revenue and take action. With Revegy you can:

- **Identify the accounts** that offer the best opportunities for additional revenue.
- **Pinpoint cross-sell and up-sell opportunities**, as well as new business units to penetrate, within your existing accounts.
- **Quickly assess** the true health of any account relationship to identify customers at risk.
- **Build customer loyalty** by aligning your resources and solutions with key customer strategies and initiatives.
- **Provide a single location** for insights and performance for your key accounts.

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With CRM only, we wouldn't know what we didn't know. It's all about seeing opportunities we would have missed without Revegy.

*- Director, Key Account Coordination,
Global Animal Health Company*

See the Way to Win

Maintain and grow revenue with your most important accounts with:

Account Plan Configurator. Quickly tailor your account plan templates to support the needs and best practices of business unit, regional, or global teams.

Account Planning & Management

Playbooks. Drive dynamic account plans by building a visual map of your account management process to accelerate planning and track usage, status and progress.

Coaching Rules Engine. Use our automated coaching tool to identify risks in your account relationships and strategy, so you can focus on an action plan – and not on finding the gaps.

Analytics. Leverage Revegy's deep insight into your accounts to understand crucial information, such as the value of your key accounts and the strength or weakness of executive relationships.

Relationship Maps. Gain a visual picture of key stakeholders inside and outside your account, identifying friends, enemies, coaches, and third-party influencers.

Business Strategy Maps. Collaborate with your customer to gain credibility and insight using visual tools to document their key business strategies and initiatives, so that you can align your solutions and growth plans accordingly.

Whitespace Maps. Easily visualize the solutions and business units where you have new, cross-sell and up-sell opportunities, and also see where your competition is entrenched.

Export to PowerPoint. Easily export your account plan to your company's PowerPoint template to speed the creation of presentations for QBRs, customer meetings, etc.



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