

# Account Revenue Optimization Tools for SAP CRM

## Grow revenue with collaborative planning and deal execution tools

SAP C4C is a powerful tool serving as a single point of truth for information on every customer at your company. But to manage your complex sales cycle and grow your largest accounts, you need insight on the ecosystem of customers at your key accounts. That's where Revegy comes in. Revegy extends the value of C4C by visualizing CRM data for key accounts - showing the people, their priorities, and the progress key account plans are making. With Revegy you can see the way to win.

## Optimize your SAP CRM with:



### Key Account Planning and Execution

#### Maintain & Grow Key Account Revenue

- Determine the best accounts for additional revenue
- Develop the relationships needed to drive success
- Align your capabilities with the customer's strategy
- Assess the health of your relationships and identify those at risk
- Build dynamic key account plans that drive team-based execution



### Opportunity Planning and Execution

#### Increase Win Rates, Deal Size, & Forecast Accuracy

- Visualize your complex sales process and drive consistent execution
- Qualify opportunities against your prospect profile
- Understand the influence of key stakeholders
- Align your value proposition with customer needs
- Use automated coaching to identify risks in each opportunity



### Portfolio Analysis

#### Optimize Revenue Across Accounts

- See the growth potential across your portfolio of accounts
- Get a holistic view of account health
- Create goals and an action plan for portfolio management
- Identify the accounts with opportunities for additional revenue



### Execution Playbooks

#### Drive Consistent Execution

- Operationalize any sales, portfolio, or account management process
- Dynamically choose the right playbook
- Visualize critical factors impacting your win rate
- Deliver training, sales, or marketing assets when they are needed

## Benefit from what sets us apart.

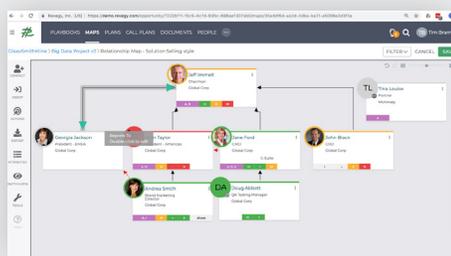
Revegy drives superior results because it was designed to support the way that account teams and salespeople work and think. Our visual tools make collaboration easy and immediate - leveraging the data from C4C without duplicate data entry. Everybody can see what's happening now, as well as potential risks ahead. And the consistency that Revegy automatically builds into the process keeps everyone focused on the way to win.

What makes Revegy different helps make key account teams successful.

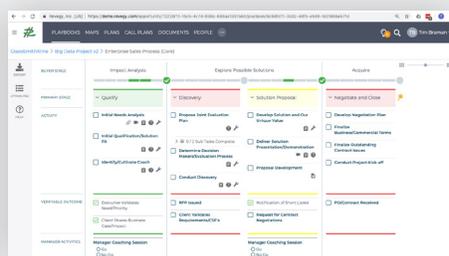
**Intelligent execution.** Revegy is an intelligent sales platform that assesses each situation and guides your team through every step of account planning and deal execution. It alerts salespeople of potential deal risks or account blind spots, and pinpoints what to do about it.

**Works the way YOU sell.** Our platform fits any sales methodology and conforms to the unique needs of different sales teams across geographies. Revegy has the ability to adapt your sales process to align with your customer's buying journey.

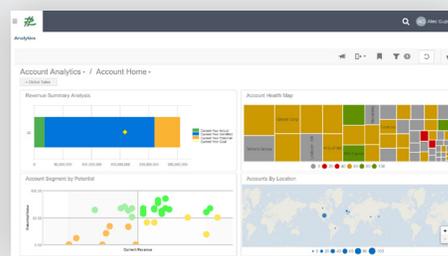
**It's visual.** Revegy works the way your salespeople think - visually. It quickly highlights political issues, identifies the strongest opportunities and understands the right activities needed to develop critical relationships, penetrate an account or progress a deal.



**People Maps** – show you who you know, and more importantly who you need to know, to expand relationships and close deals.



**Execution Playbooks** – are easily configured to operationalize any sales or account process - even those you've created.



**Revegy Analytics** – provide powerful insights into account, opportunity, and portfolio health.

## Add powerful visual planning and execution tools to your C4C CRM

SAP's C4C solutions provide the system of record for a 360-degree view of the customer, as well as, best-in-class contact management, campaign management, and customer analytics. Revegy uses this information to provide you a forward-looking view of you most important accounts without tedious rekeying of data. Revegy expands SAP's capabilities with fully integrated account planning and deal execution tools to optimize revenue from your key accounts. This visual and collaborative platform helps your key account teams literally see the way to win. portfolio



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Revegy provides the sales platform that lets companies literally see what's going on inside their largest accounts. Founded in 2005, Revegy helps sales teams navigate the maze of changing relationships, competing interests, and corporate politics that always come with key accounts.