

Sales & Marketing Excellence

Integrated Solution

Accelerating business value through sales and marketing innovation



Decades of acquisitions have resulted in the forced maintenance of multiple, disconnected systems that support siloed teams with different processes and terminology. A fragmented view of the customer and fear of change hinders growth.

PwC's Sales & Marketing Excellence Integrated Solution is a Salesforce-enabled, end-to-end solution that drives revenue growth by standardizing your business processes across customer teams putting the customer at the center.

S&ME Integrated Solution includes:

- Marketing, Sales and Service Automation
- Partner Relationship Management
- Configure-Price-Quote (CPQ)
- High Velocity Sales Console
- Contract Lifecycle Management (CLM) modules
- Einstein Dashboards
- Customer Communities
- B2B eCommerce Portal and Amplify - End User Engagement Tool

Focus areas

Org structure

- Siloed teams/systems or acquisitions that haven't been integrated
- B2B sales focused with product and service revenue

Questions to ask yourself?

- How many CRM systems do you currently have? What systems?
- Are they integrated with support systems (contracting, comp, etc)?
- How have your end users done with Salesforce adoption?
- Is there alignment or any standardization across your front office teams (marketing, sales, sales enablement, customer service)?
- Where are you seeing the biggest challenges within your front office?

What you get

Solution in a Box: It starts with a 100% pre-configured application that meets 80% of your needs out of the box. S&ME is a Salesforce certified solution with a proven implementation track record

Competitive Advantages: Add personalized differentiators (i.e., CPQ info, Territory Assignment rules)

People Enablement: Use PwC's Amplifier to train in a gamified approach driving and measuring end user engagement

What this means for you

- The 'Solution in a Box' gives you **faster, cheaper, and better results**
- This solution directly impacts performance metrics such as sales cycle time, gross margin, and opportunity size
- With a pre-configured solution, the project focus can be tailoring it to meet your needs
- Persona-driven approach to change behavior





Typical projects have achieved **2-3% increase in revenue growth**

Technology Company

+ 75M revenue

Drove \$75M in incremental revenue within 18 months of go-live

Industrial Products Company

+ 30M revenue

Saw \$30M revenue lift in the first 3 months post-deployment

Telco Client

- 75% technical debt

Reduced technical debt by 75%, resulting in **\$3M+ in run-rate cost savings**



30+

S&ME projects delivered per year



20+

countries



18+

sectors

S&ME has unlocked **significant value**

Execution benefits include:



Increased leads by **66%**



Opportunity conversion rates increased **13%**



Reduced sales stages from **230 to 5**



Reduced custom objects from **100+ to 10**

To learn more about PwC's **Sales and Marketing Excellence front office transformation solution, please reach out to our leaders**

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