

Generate new revenue with



A Smart SEO Optimized Business Solution that generates new revenue by bridging the gap between suppliers, partners, internal teams and customers to provide a smooth customer lifecycle experience.



Revenue Funnel

Current State

- Current State of Affairs

The Problem

- 3-siloed system



The Strategy

- What is RevOps?

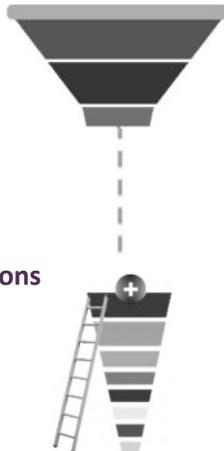
The Solution

- What is **iRevOps360**?
- What does it do?
- Top 10 Benefits
- Why you need it?
- Competitive Advantage
- Value Proposition
- Next Steps



Upward Scalability

- **iRevOps360** Add-ons
- 60+ **iRevOps360** Solutions



The Future State of Revenue

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Schedule a Live demo!

www.irevops360.com



Next Steps

- Schedule a Demo
- Get a Free **Revenue** Roadmap
- Try our **Tech Stack** Builder
- Try our **Revenue Prediction** Simulator

SEO is no longer an option. It's a survival necessity.

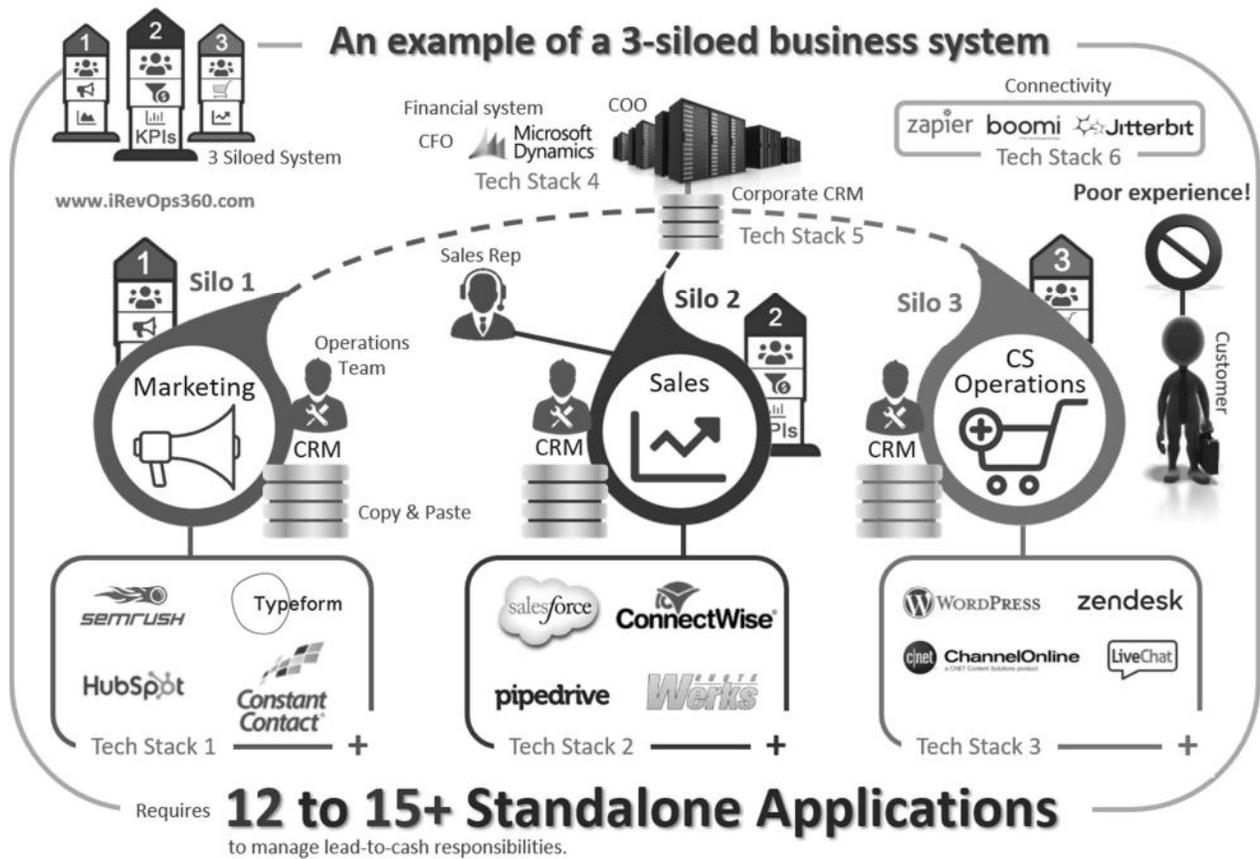
Imagine an SEO strategy so precise, that getting listed on the 1st page of Google is not only easy, it's predictable. Introducing the world's 1st predictable SEO sales platform for distributors, vendors, channel partners and contract holders.

In today's digital economy. . .

the best way to generate new **revenue** is to align Marketing, Sales and Customer Success (CS) Operations from lead-to-cash & post sales support to better manage the full customer life cycle.

Current State of Affairs

Traditionally, companies have operated using a 3-siloed system; Marketing (1), Sales (2) and Customer Success (3) Operations. Each department has its own operational team, technology stack, goals and incentives to drive their respective KPIs (key performance indicators). For the most part, this system served us well, **until** the full digital economy kicked-in. Which is **now!**



The Problem

With today's accelerating technological advances and rising customer expectations, the 3-siloed system is no longer a reliable way to generate and grow a predictable source of new **revenue**.

With growing technology costs, duplication of efforts, inaccurate data and a poor customer experience; the 3-siloed system is costing more than it's generating! These issues have become increasingly painful, forcing companies to search for better strategies to grow new **revenue** using more reliable and predictable methods.

To address this pain point, a new unified strategy has emerged, RevOps.

The RevOps Strategy

Revenue Operations ('**RevOps**' for short) is a business strategy that leverages technology to align and connect the Marketing funnel, Sales funnel & Customer Success (CS) funnels across the full customer life cycle to drive new **revenue** through operational efficiencies while keeping each department accountable to **revenue**.

It's the **NEW Revenue** funnel.

What is RevOps?

RevOps is a relatively new role that reports to the COO or CRO (Chief **Revenue** Officer). The position requires a deep understanding of Marketing, Sales, CS Operations, Business Process Automation (BPA) and most importantly, technology and how each department and their actions affect **revenue**.

Responsibilities include the alignment of overlapping functions from historically-siloed operations using collaboration & advanced technology that makes each department more efficient, productive & accountable to **revenue**.

The result is an empowered company that operates on a fully integrated business platform using a streamlined workflow that leverages a collaborative technology stack. With real-time accurate data (a single source of truth – CRM 360) for all stakeholders, performing daily tasks just got a whole lot easier and faster through the use of smarter software.

The RevOps strategy has now replaced the 3-siloed business model by seamlessly connecting all business funnels, including;

- SEO Optimized platform
- Marketing & Lead Generation
- CRM, CPQ and Sales pipeline
- eCommerce
- Order Fulfillment & Financial
- Customer Success (CX)
- Post Service Support
- and more!



RevOps



The Solution: iRevOps360

To simplify and eliminate the high barriers of entry, we launched an all-new business solution called **iRevOps360**. It turns the RevOps strategies into reality by reducing start-up costs by more than 90%, accelerates speed-to-market from years to weeks and empowers companies with a step-by-step digital transformation roadmap that makes it easy, efficient and incredibly rewarding to launch their own RevOps strategy.



Turning Strategy into Reality

What is iRevOps360?

It's a one-of-a-kind RevOps solution that bundles industry specific content, technology and skilled resources to make launching your own RevOps strategy easy, affordable and quick to deploy.

Our professional service team will help you link your customer's life cycle with our Marketing, Sales, & CS Operations through a single platform that does everything & integrates with anything.

The **iRevOps360** solution,

- Reduces costs
- Accelerates speed-to-market
- Makes it easier on customers to conduct business
- Improves data access
- Generates qualified leads
- Empowers your teams with better tools
- Drives new revenue
- Provides a scalable step-by-step strategy

What does iRevOps360 do?



1. **Marketers** get to leverage ready-to-use collaborative content, using advanced technologies and professional services to generate a continuous flow of qualified leads without requiring additional resources.



2. **Sales reps** gain immediate access to the latest sales technology, including CRM, CPQ and a pipeline management module to support a buying journey that makes turning leads into prospects & prospects into customers, easier, faster and more efficient than ever before.



3. **Customer success operators** can now empower customers with a personalized buying experience using client-managed applications that makes conducting business easy, better and more rewarding.

With our professional services, driving new **revenue** is merely a step-by-step process, where we manage, co-ordinate and assist you with your RevOps strategy .

Top 10 Benefits of iRevOps360

From operational efficiencies, to improved effectiveness and greater insights, here are the top 10 benefits of an **iRevOps360** solution.

Vision (a unified revenue-focused company)

1. Shared operational objectives, priorities & accountability

Measurement (company-wide alignment)

2. Aligned KPIs and metrics (advanced analytics)
3. Improved tracking and forecasting (better data)
4. A single source of truth for all KPIs, metrics and reports

Technology (a fully scalable platform that plays well with others)

5. United management of key processes (CRM data)
6. A strategically aligned technology stack (collaboration)
7. Advanced workflow and data logic that leads to better efficiencies via automation, personalization, integration and artificial intelligence (AI)

Operations (cost reductions)

8. Improved response time (streamlined workflow using better data and analytics)
9. Reduction in costs through the elimination of redundancies (better technology, better processes)
10. Decreased errors and improved performance

iRevOps360 = Your **Competitive Advantage**

Why you Need iRevOps360

When it comes to engineering **revenue** growth, bringing the right balance of content, technology and services across Marketing, Sales and CS Operations is the key to a successful RevOps strategy and with **iRevOps360**, you get all this and more!

Competitive Advantage

iRevOps360 provides an all-inclusive professional service solution where we provide a team of **iRevOps360** Specialists who will supplement your current operations team by managing the digital transformation process from start-to-end to get you up and running and generating new revenue without taking risks.

Value Proposition Comparison (vs. an in-house or out-sourced solution)

Comparing an **iRevOps360** solution would be similar to hiring a team of highly skilled professionals in SEO, SMM, Email, marketing, sales, customer success operations and technology to provide a fully integrated lead-to-cash solution that supports the following services:

- ❖ **Initial Setup** (Approx. budget \$250,000 + recurring 3rd party licensing costs of \$5,000+ per month)
 - ✓ license 10-15 applications (SEO, SMM, Email, marketing, sales, CPQ, ecommerce, workflow, integration & more)
 - ✓ engage a team to build a content-rich SEO optimized microsite that supports your products & services with integrated marketing & lead generation functionality, pipeline management, CPQ, eCommerce, content & warehouse management (CMS/WMS), supplier integrations & more.
 - ✓ Estimate approximately 5,000 hours for pre-launch development efforts (1 year with a team of 4)
- ❖ **Portal Maintenance** (Approx. \$10,000+/mth)
 - ✓ Engage a team of SEO, SMM, Email, html & creative professionals
 - ✓ Update & maintain creative content, data and partner connectivity
- ❖ **RevOps / Project Management** (Approx. \$15,000+/mth)
 - ✓ Engage a team of highly skilled specialists & professionals to manage everything digital
 - ✓ Hire a RevOps specialist to manage and over see your new responsibilities (new department)
 - ✓ Plus, plus, plus

To deliver a similar **iRevOps360** solution, a rough budget would put an in-house project over \$250,000 for pre-launch development activities and an ongoing monthly budget of more than \$25,000+ to manage and maintain. This includes the human capital responsible for keeping your solution in a validated state.

RevOps is an expensive proposition, **until now!**



Simply Quicker, Easier & on a Smarter Budget

Next Steps

Getting started is easy!

Not every organization is ready for a full **iRevOps360** roll out but every business needs a better strategy to drive new **revenue**. **iRevOps360** provides the **BEST revenue** generating strategy by making it easy to choose the right starting point for your immediate needs and scale as your requirements change.

To explore your options, let's schedule a live demo because if you're not moving forward, you're falling behind!

Simply Smarter Software!



Scaling beyond



Upward Scalability iRevOps360 Add-ons

iRevOps360 Add-ons is a suite of applications that seamlessly integrates with your iRevOps360 solution.

Scaling beyond iRevOps360

With iRevOps360, the digital transformation journey is an amazing experience because it pushes the boundaries of our greatest attribute, our imagination.

With iRevOps360 Add-ons you can customize your revenue funnel by adding, modifying and integrating any number of applications to meet your specific requirements and the only limitation is your imagination.

What is iRevOps360 Add-ons?

iRevOps360 Add-ons is the intersection of ten business functions that overlap almost completely using today's most advanced technology stack that makes scaling your business and driving new revenue easy and rewarding. These, once siloed, business functions are now fully connected using collaborative content, technology and services that seamlessly change and improve the way we work.

With iRevOps360 Add-ons, customizing and scaling your business is high-tech without the hassles.



What does iRevOps360 Add-ons do?



1. **Marketers** get to leverage SEO optimized ready-to-use collaborative content, using advanced technologies and professional services to generate a continuous flow of qualified leads without requiring additional resources.

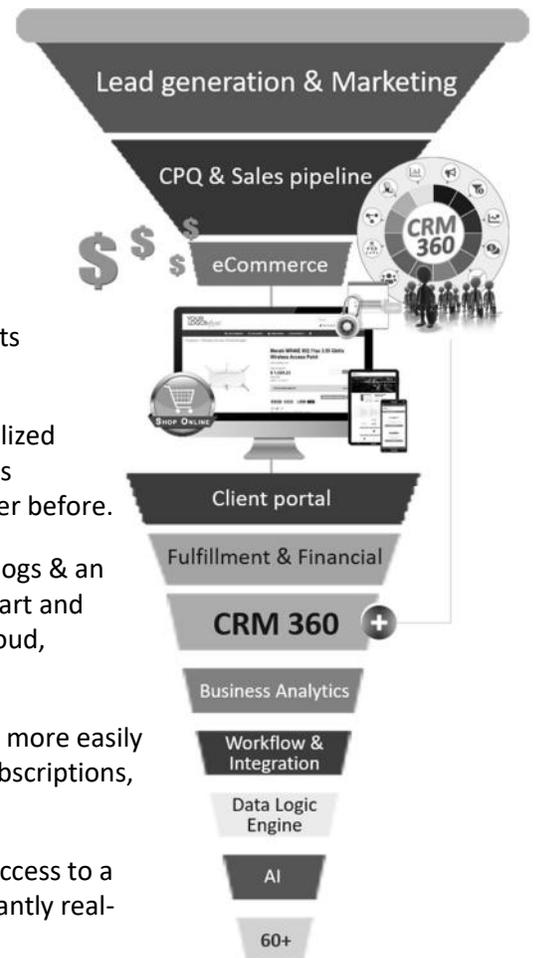


2. **Sales reps** gain immediate access to the latest sales technology, including CRM, CPQ and pipeline management software to support a buying journey that makes turning leads into prospects & prospects into customers, easy, fast and efficient.



3. **Customer success operators** can now give customers a personalized buying experience using client-managed applications that makes conducting business easier, better and more rewarding than ever before.

4. **eCommerce** is simple with ready-to-use supplier managed catalogs & an AI-powered interface using the most advanced set of shopping cart and transactional features that makes conducting business in the cloud, simple and easy.
5. **Order fulfillment and financial management** can be completed more easily with integrated shipping, procurement, payments, invoicing, subscriptions, credits, refunds, RMA's and more, all at the click of a mouse.
6. With **CRM 360**, everyone gets to benefit by having immediate access to a single source of truth that's related to all data and most importantly real-time **customer specific data**.
7. As a fully connected system, company-wide stakeholders at every level & within each department can access & leverage **business intelligence & analytics** (BI) using multi-level dashboards (MLDs). With relevant & real-time actionable data at your finger tips, stakeholders can improve performance & complete their duties better & faster while always staying one step ahead of the competition.
8. As a fully functioning lead-to-cash workflow platform, customizing & replicating unique workflows that integrates and shares data with legacy systems, accounting systems and 3rd party software applications is easy using advanced **workflow and integration** protocols.
9. With our **data logic engine**, customizing business rules to streamline and automate repetitive tasks presents another great way to reduce costs, improve efficiencies and increase **revenue**. With unlimited potential, data logic has the ability to create value-added services that can be used to differentiate your business that sets you apart from the competition.
10. Leaping into the future with **artificial intelligence** (AI) is another great way to differentiate and drive new **revenue** with personalized marketing, sales, operations and post-service support functionality.



Upward Scalability

As part of the iRevOps360 platform, scaling your business beyond your immediate needs is easy.

Talk to an iRevOps360 Specialists to explore your options and needs.

World's most advanced Tech-Stack



A Revenue Game Changer

Why you need iRevOps360 Add-ons

When it comes to scaling your business, **iRevOps360 Add-ons** is high-tech without the hassle and at an unbeatable price.

With an on-going mandate to innovate and bring the right balance of content, technology, services, analytics, integration, advanced logic and artificial intelligence (AI), **iRevOps360 Add-ons** will always keep you ahead of the competition.

Quicker, easier and on a smarter budget!

Next Steps

The one thing that every successful digital transformation project has in common, is a proven and tested Revenue Roadmap. It's a documented process that ensures your immediate and future state requirements are captured, attainable and capable of being delivered on time and within budget.

Let's schedule a call and discuss your needs.



A Revenue Game Changer

