



## Pramata Business Performance Solutions

Pramata Customer Relationship Intelligence™ delivers an integrated, digital view of accurate, meaningful data across your business performance activities to help you maximize your most valuable customer relationships.

### How many millions in revenue are you leaving on the table?

There's a difference between what's in your signed customer contracts and what you're actually capitalizing on and delivering. You know this. It's a big problem. Not solving it means you'll continue to miss out on big revenue opportunities.

Managing all the critical data in a customer contract is a daunting task. Marrying it to actual transaction data is another. Imagine if you could pull out all the important information, see everything in one place, and make perfect sense of the dizzying details.

Armed with that intelligence, you could accurately answer questions like these at a moment's notice:

- ▲ Where can we increase prices? By how much? And when?
- ▲ Are we over-charging our customers based on contracted pricing? Or under-charging them?

- ▲ Are we appropriately managing our rebate structures?
- ▲ Are we in compliance with all most-favored customer commitments?
- ▲ Where do we have non-standard operational commitments? How are we tracking against those?

Pramata Business Performance solutions help you answer these questions and more with clarity—giving you the confidence to pursue otherwise hidden opportunities immediately, and effectively forecast your true revenue growth potential.

### Master the minutia with CRI

Pramata CRI bridges the information gap inside your current IT infrastructure. It **mines the valuable hidden data within your B2B customer contracts**, synthesizes that data with relevant information from your billing systems and CRM applications and presents it in meaningful context for your finance, sales and operations teams.

This **integrated, digital view of actionable customer insight** helps you quickly capitalize on pricing increases, discount expirations, cost pass-throughs and many more untapped opportunities within your most valuable customer relationships.

The value extends to your compliance team, letting them know exactly what your obligations are, and when. Customer operations can ensure complete fulfillment. And finance can price and procure for maximum profitability—in each and every customer relationship. Untapped revenue no longer goes unnoticed.

Most importantly, because of our unique Pramata Digitization as a Service™ process, **all intelligence is continuously updated within 48 hours of signing new customer deals**, giving your people ever-ready access to the freshest and most accurate information.

**Transform diverse data into exceptional customer insights. Repeat.**

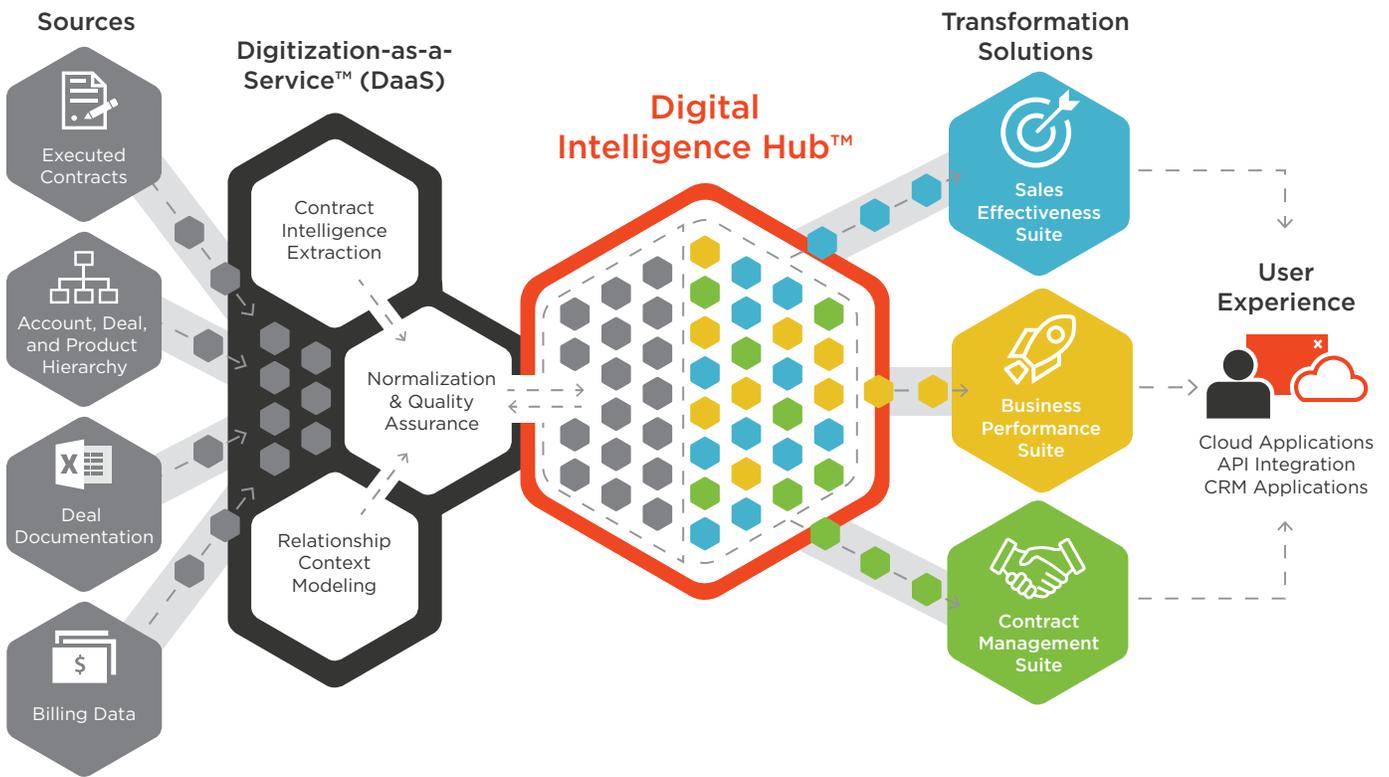
**Customer data goes in.** From multiple data sources, we collect the documents that define your customer relationships, and organize these into logical hierarchies in a central repository.

**Digitization happens.** The key to gaining intelligence means transforming unstructured and complex data into accurate, clean and timely digital information.

**The “hub” keeps it centralized and secure.** Pramata’s Digital Intelligence Hub™ ensures your data remains consistent, accessible and highly secure.

**Uniquely configured solutions transform key interaction points.** Bridge existing internal process gaps and build highly collaborative relationships within and among your core business areas of Sales Effectiveness, Business Performance and Contract Management.

**See everything in context.** Delivering this intelligence means nothing if it’s not within a meaningful, actionable context for each user.



**Digitization: The Pramata difference**

There are four essential steps to transforming relevant raw data into actionable customer insight. For example, suppose your company wanted to understand how your customers were performing against their purchase commitments. Here’s how Pramata does it:

1. **Identify needed data:** Determine the intelligence you need to identify the customers and products where you can increase prices, and quantify the amount of the potential increase.
2. **Contract intelligence extraction:** Extract all the critical data from your customer contracts, SOWs and amendments that relates to price change dynamics.
3. **Relationship context modeling:** Identify and synthesize the data you need from other business systems, such as billing and CRM to pinpoint the exact amount and dates associated with the potential price increase.
4. **Digital intelligence:** With this information, your teams can now identify and execute price increases across the customer base, significantly increasing revenue and profitability. We call this process and outcome “digitization,” and it’s at the heart of Pramata’s value proposition to all of our customers.

## Pramata Business Performance modules

### Commits & Entitlement Tracker

Monitor the customer performance against operational metrics defined in your contracts, including:

- ▲ Performance against purchase volume, total spend, purchase ratio and market share commitments
- ▲ Customer-specific pricing and rebate tiers
- ▲ Transactional and usage coverage data (e.g. API call volume, number of deliveries, etc.) for assessing compliance with entitlements
- ▲ Compliance with entitlements
- ▲ Customer-specific royalty structures and payments

### Fulfillment Assurance/Obligation Management

By proactively aligning your operations to obligations in customer contracts you can:

- ▲ Ensure billing/invoice accuracy
- ▲ Ensure accurate rebate and discount payments
- ▲ Drive compliance of project deliverables and SLA to contract
- ▲ Ensure accurate alignment of royalty payments to sales volume and timing

### Customer Onboarding

Quickly provide finance and operational teams with a complete view into newly signed customer relationships:

- ▲ Accelerate customer provisioning and time-to-first-order
- ▲ Provide finance and accounting teams with specifics of new bookings in minutes or hours
- ▲ Support strategic reorganizations by making critical customer details easily portable across groups

### Pricing Optimizer

Maximize revenue and profit, and align pricing strategy based on financial terms in contracts:

- ▲ Understand the full opportunity of price increases (CPI, performance and usage based) across your customer portfolio and enable account team
- ▲ Ensure all allowable costs are passed through to customers
- ▲ Monitor SLA penalties and prevent non-performance
- ▲ Support reporting on contract non-performance to drive profitable negotiations and renewals

### Direct Procurement Manager

Maximize the effectiveness of strategic sourcing when you:

- ▲ Align customer and strategic sourcing contract terms to optimize your end-to-end supply chain
- ▲ Identify variances in supplier pricing across the supply base, and take advantage of cost-saving opportunities
- ▲ Optimize payment terms to improve working capital efficiency
- ▲ Identify supply risk items such as expiring contracts, index-based pricing, and more

## Business performance benefits

Gain global visibility into complex customer relationships

See the complete picture of opportunity and risk across your portfolio of relationships

Ensure performance of customer purchase commitments

Understand the true extent of exposure to customer discounts

Automate invoice validation against contracted pricing

Improve customer satisfaction through internal audits of high-risk accounts

**The cross-organizational value of CRI**

Corporate leaders with an eye to true digital transformation see an investment in complete, current and accurate CRI as a huge step toward cross-departmental collaboration and significantly increased customer value. That’s why some of the most recognizable companies in telecom, pharma, enterprise software and manufacturing across the Fortune 2000 partner with Pramata to empower not only Business Performance efforts, but Sales Effectiveness and Contract Management as well.

With all facets of your organization working from a single source of customer relationship truth, you have a concerted, enterprise effort toward your revenue goals, and zero excuses for leaving millions in quarterly revenue on the table.

**Customer Success Snapshot**



**Novelis**

Novelis, Inc. is the global leader in aluminum rolled products and the world’s largest recycler of aluminum. The company operates in nine countries, has approximately 11,000 employees and reported revenue of \$9.8 billion for its 2013 fiscal year. Novelis aluminum is at the center of many innovative products, including more efficient cars, sustainable packaging and beautifully crafted electronics.

**“We started by centralizing contracts but quickly came to see the real power of this solution. Pramata helped us realize the end game when we were still at the beginning.”**

**Chris Courts**  
Assistant General Counsel  
Novelis

**The Challenge**

Decentralized operations had led to highly variable practices around pricing, terms and liability. Management, auditors and legal teams found they were unable to answer key questions about revenue recognition, financial risk and legal exposure.

**The Solution**

Novelis turned to Pramata to provide visibility into historical data, and to build processes and playbooks to guide sales negotiations and contract practices going forward. Ten million pieces of data were collected, cleansed and organized into a single, centralized system. For the first time, the Novelis team had a comprehensive understanding of all customer relationships and new foresight into factors that could translate into tripped revenue recognition, business risk or compliance flags.



**Know your customers with Pramata Customer Relationship Intelligence™.**

Pramata is the Customer Relationship Intelligence company. Our solutions empower sales, finance and operational teams from large B2B companies with essential information about their most complex and valuable customer relationships. We do this by transforming often hidden data from contracts, billing systems and other sources into a complete, accurate customer profile. Learn more at [www.pramata.com](http://www.pramata.com)

**Talk to us today!**

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