

# Win and Grow Customers with Quantified Business Value

## Aligning Sales and Customer Success with Ecosystems and Gainsight

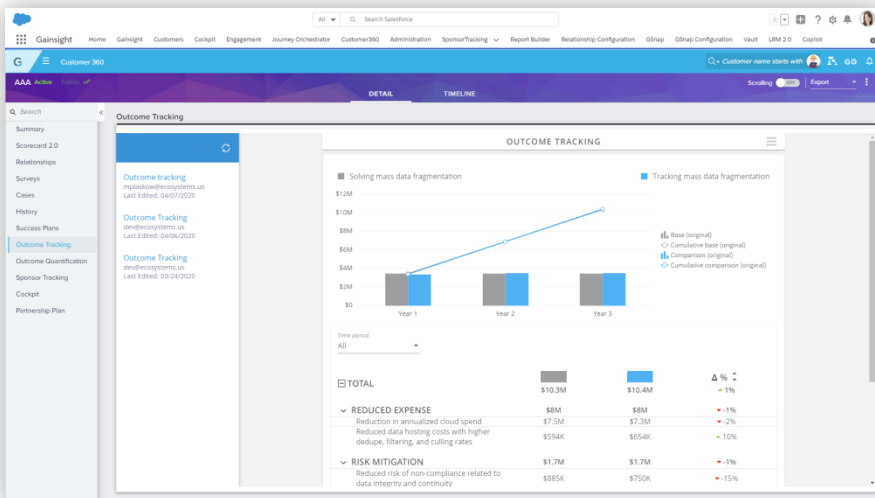
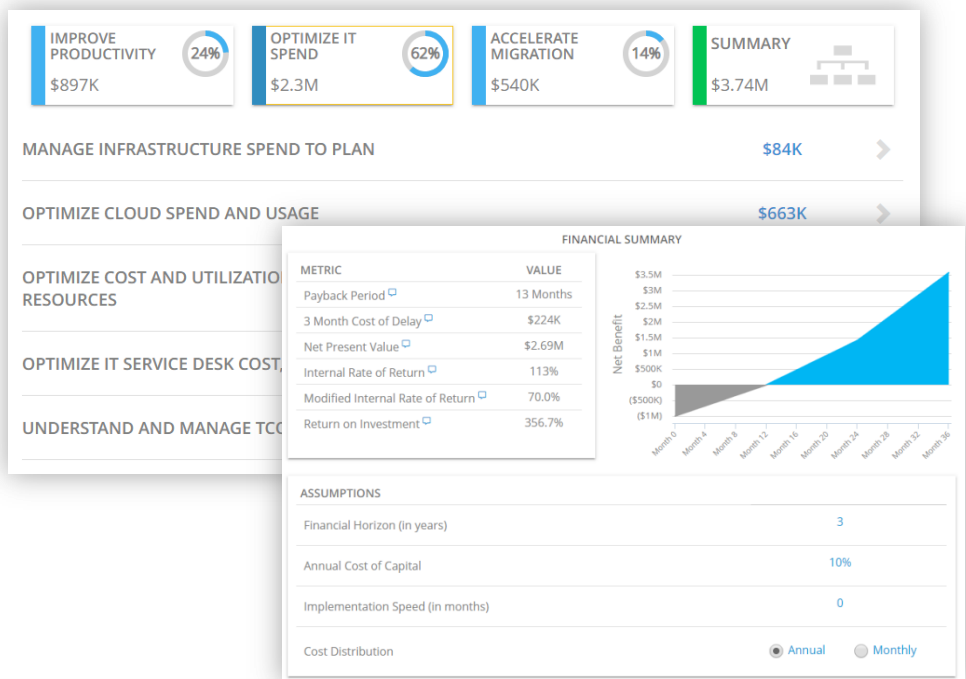
Through their integrated platforms, Ecosystems and Gainsight empower business-to-business vendors to quantify the value promised in the sales process and seamlessly compare the value actually delivered in customer success.

### Sales

Leverage pre-built industry libraries to explore and identify the customer's desired **business outcomes**

Quantify the **tangible business value** of attaining each outcome

Deliver **compelling propositions**, comparing total business value versus investment



### Customer Success

Inherit the customer's pre-sales expectations of value as a foundation of the **success plan**

Earn the right to retain and grow by tracking the **actual value delivered**

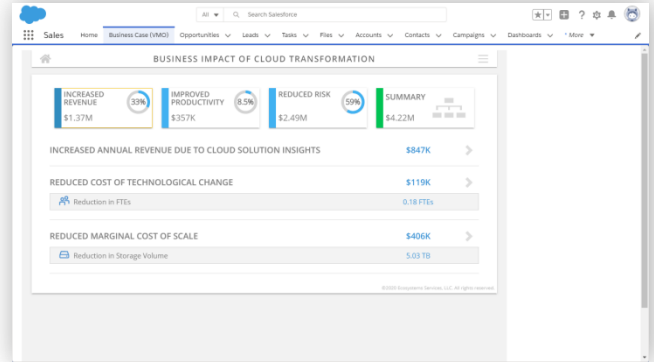
Use gaps between expected and actual value to impact **health scores** and to trigger the right **actions**



# Salesforce-based integration between Ecosystems and Gainsight

## Ecosystems in Salesforce

Directly within Salesforce, sales representatives use Ecosystems to build customer-facing deliverables on quantified business outcomes. These deliverables are directly tied to Salesforce Account IDs.



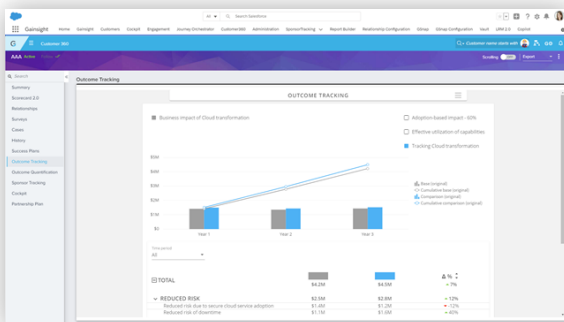
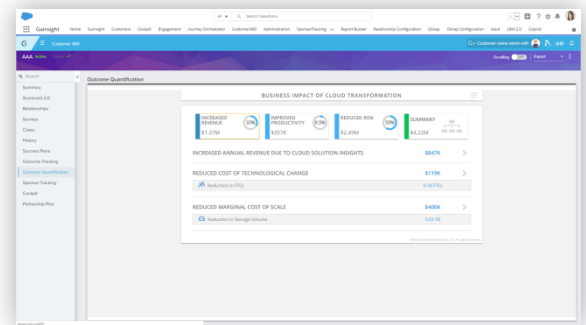
Through associating Accounts in Gainsight with Salesforce Account IDs, deliverables created by sellers in Ecosystems are posted directly to the C360 View in Gainsight

## Ecosystems in Gainsight

Ecosystems platform runs within two new sections of the C360 View within Gainsight, which are created upon installation: 1) Outcome Quantification, and 2) Outcome Tracking.

### C360 View -- Outcome Quantification

Provides CSMs access to an archived view of the pre-sales customer conversation on quantified business outcomes.



### C360 View – Outcome Tracking

Empowers CSMs to quantify and track the actual business outcomes recognized by customers, which are then compared to the pre-sales expectations.

