



Messaging and Positioning for Med Dev

April 16, 2014



Revy Fit into Med Device Revenue Management?

Our World Today!
Back Office: Manage Revenue

Model N Commercial

Key Processes / Systems

- Pricing and Contracting
- Rebate Management
- Rebate / CB Processing
- ERP / Order Management
- Analytics

Business Owners / Users

- Pricing
- Contracting / Channel
- Finance
- Sales Ops / Executives



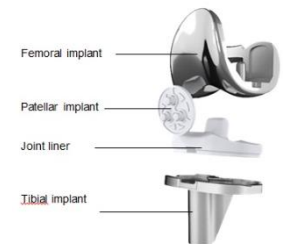
**Key Component is Front-Office:
Driving Effective Sales**

- CRM systems are great at managing customer interactions for sales forces
But for Medical Devices....

- **Complex Products means complex Configuration, Pricing and Quoting for Sales!**



**Many Parts with
Renewable supplies**



**Configured SKU or
Bundle**

- **With many people quoting prices and configuring products!!!**

REVVY Targeting – Who the Solution is For

- **For** VP of Sales or Sales Operations
- **In** Med-Device Manufacturers
- **With** less than \$1B in annual revenue as Mid/Small customers
- **That** offer configured discrete products and/or recurring services



REVVY Positioning Statement

Positioning Statement	
For	VP of Sales/Sales Ops in Med-Device companies with less than \$1B in annual revenue that offer configured discrete products and/or subscription services,
That	have sales people who can't quote quickly and effectively, who are dependent on Sales Ops for quotes and proposal, and who do not maximize the value of each sales opportunity.
The	REVVY CPQ (Configure Price Quote),
Is	the only enterprise-grade, multi-tenant SaaS CPQ solution running natively on Salesforce.com,
That	can be used by the most time-compressed sale people to easily produce quotes and proposals for combinations of products & recurring services.
Unlike	Apttus, Big Machines, CallidusCloud/Webcom, Selectica, or custom-built solutions,
It	Can be deployed in weeks instead of months, offers a simple user interface for Sales and Admin users alike, has the easy maintenance of a multi-tenant SaaS, and has the power to quote combinations of products and subscription services.
Proof	In independent testing, sales people preferred REVVY CPQ 4 to 1 over other solutions for ease of use.

REVVY Brand Identity

Attribute	Description
Audience	Focused on early adopters looking to innovate in their companies. They are upstarts and mavericks looking to make a name for themselves.
Personality	Speaks like a user acknowledging the pain of the past. It is anti-establishment and anti-bureaucracy. It is cheeky but professional like a director-level manager with big career ambitions. It is highly practical and doesn't belabor the obvious.
Voice	Down-to-earth with an edge. Quick to point out the dichotomy between the consumer Internet and what business has to contend with. Frequently challenging and goading to action. Like a friend galvanizing you to action.
Contrast to	Apttus who delivers a confused voice copying a very stilted, common enterprise style with elements of Salesforce mixed in.



REVVY Message Matrix

REVVY provides the only CPQ solution to simply quote and sell products and recurring services together

Agile

- Increase deal value with intuitive upsells/cross-sells on every transaction.
- Quote & generate proposals related products and recurring services together.
- Create complex product and service relationships with simple wizard input

EASY

- Easy to understand with familiar consumer-like experience that requires no training
- Easy to administer allowing the modeling of complex business changes in minutes
- Easy to get up & running with simple contracts and 30 day implementations

PROVEN

- Benefit from a rich legacy in Revenue Management: managing quotes, contracts, and pricing
- Utilize industry-leading SaaS technology
- Leverage the most usable SaaS CPQ product as rated by users of competing solutions*

Targeting Medical Device Accounts

- **Who to Target**

- Sales Operations Directors/VP's, VP's of Sales, and SFDC Administration Leaders

- **Company Profile**

- **Complex products and services** resulting from
 - Bundling options
 - Configuration options
 - High number of line items
 - Any Combination of products, supplies and recurring services
- **Few to Large number of sales reps** quoting prices to customers
- Current **Salesforce.com CRM** user

