



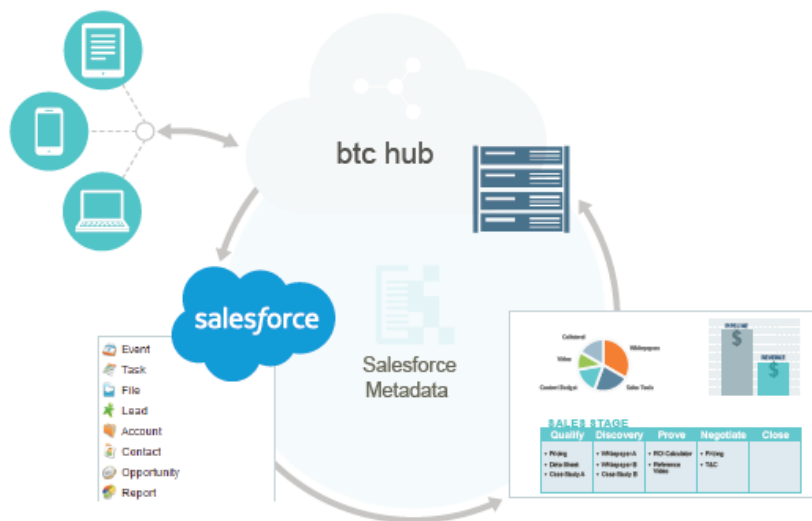
bigtincan™

Salesforce Integration

Enhancing the Intelligence and Synergy Between Workflows, Content, and Sales Expertise

As the content-centric marketing discipline gains momentum, the challenges and opportunities for sales and marketing grow as well. In considered B2B purchase cycles, access to valuable content and knowledge becomes the foundation of a well-orchestrated, managed sales process. Bigtincan Hub's tight integration with Salesforce helps you keep everyone on the same page – and gives you unmatched insights into the effectiveness of your content at any given stage of the sales process.

Integrating Content and Activities



Actions

- Populate activities from Bigtincan Hub in Salesforce
- Automatically create tasks in SFDC
- A.I. recommended content based on metadata and opportunity fields

Impact Analysis

- By sales stage utilization
- By opportunity value
- By revenue



Recording Bigtincan Activities in Salesforce

When a sales rep uses Bigtincan's Hub Share to distribute content to a sales prospect, they can log that activity directly into the appropriate Salesforce object without leaving Bigtincan Hub. The Hub Share is recorded in Salesforce (at the Contact, Account, or Opportunity record), documenting which content was shared as well as which content was opened by the prospect. Bigtincan can automatically create tasks as a reminder for follow-up activities in Salesforce.

Using the Bigtincan Hub Meetings feature, content and notes from a scheduled or unscheduled meeting can be logged back in Salesforce as an activity.

- Capture "share" activities in Bigtincan Hub at the contact, account, or opportunity level.
- Set follow-up activities & reminders in Salesforce automatically based on those sharing activities.
- Attach call notes from Bigtincan Hub to a contact, account, or opportunity in Salesforce.
- Log all activities for showing and sharing content automatically from within Salesforce.
- Integration with Salesforce Chatter gives you notifications of new assets in Bigtincan Hub.
- Bigtincan is also integrated within the Salesforce user interface, so recommended content appears right in the Salesforce screen.

Turning Activities into Sales Intelligence

Thanks to its bi-directional integration, Bigtincan Hub provides a complete audit trail to easily see what assets are being used by sales reps, when they're used, the size of the sale opportunity, the stage of the sales cycle, and the ultimate sales outcome. Scanning that data and metadata, Bigtincan Hub uses a series of algorithms and analytics to correlate activity in Salesforce with the content assets you manage in Bigtincan Hub. As a



result, you can find the commonalities among successful sales reps and successful sales cycles across products, regions and more. You can rank your content and see what's working, what the ROI is, what needs work, what to eliminate, and what to expand.

- **Point Reps to Best Content Assets** – Present content recommendations to sales reps based on content that has historically performed well with that type of prospect at that stage of the sales cycle – right from within Salesforce. If it's a \$500-750K opportunity in the hospitality industry, and the prospect has been a sales-qualified lead for two months, this white paper, this webinar invite, or this case study are the right assets to share with the prospect.
- **Learn from Your Sales Experts** – Turn your organization into a learning machine. Bigtincan Hub can show you what your expert sales reps use in their successful sales cycles. Learn from their sales wins – and use that insight to “coach up” lower-performing team members. In this way, your top performers aren't only helping themselves and your company – they're helping their peers as well.
- **Tie Content to Stages** – Find out which assets work best at what stage of the sales cycle. Conversely, find out if the wrong asset at the wrong time shows a history of derailing an active opportunity.
- **Calculate the ROI** – Open rates and other metrics are far less compelling to savvy marketers. The real holy-grail is the link between an asset and the sales revenue that it supports and accelerates. You can see which content assets are associated with specific deals. Marketers now have insight into content utilization and value, mapping content to the impact it's had on the opportunity pipeline & revenue. Now, you'll see that the \$20,000 analyst white paper impacted \$5 million in pipeline opportunities and \$2.5 million in the last year. That quickly points you to the activities you'll want to expand. And the opposite is true. Bigtincan shows you the non-performing content assets that are candidates for optimization, retirement or reduced investment in the future, helping the marketing department to maximize its program budget's impact.



Bigtincan Hub on the AppExchange

Bigtincan is now more accessible to Salesforce users than ever before – the Bigtincan Hub app is available within the Salesforce AppExchange. With a few clicks, Bigtincan’s content recommendations can be available to salespeople right from within their Salesforce instances.

Why Bigtincan?

Bigtincan transforms the way that sales and service organizations access, interact with, present and collaborate on content, as well as how they engage with customers when using their mobile devices.

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Bigtincan Hub™ 5.0 is an integrated, intuitive mobile sales and service enablement platform that automatically delivers the content that a workforce needs to do their job, organized in the context needed for their role or task, delivered in the right time frame directly to their mobile device, with all the automation and productivity tools needed to work with content. Bigtincan Hub helps sales and service organizations better engage customers with content, enabling them to sell and service more. Organizations around the globe, and across all industries, rely on Bigtincan Hub to ensure the productivity of their mobile workforce when using their mobile devices and make every customer interaction count.

