

Content plays a key role in Sales enablement



Right content at the right time can ..

White papers
Feature updates
Competitive Matrix
Installation guides



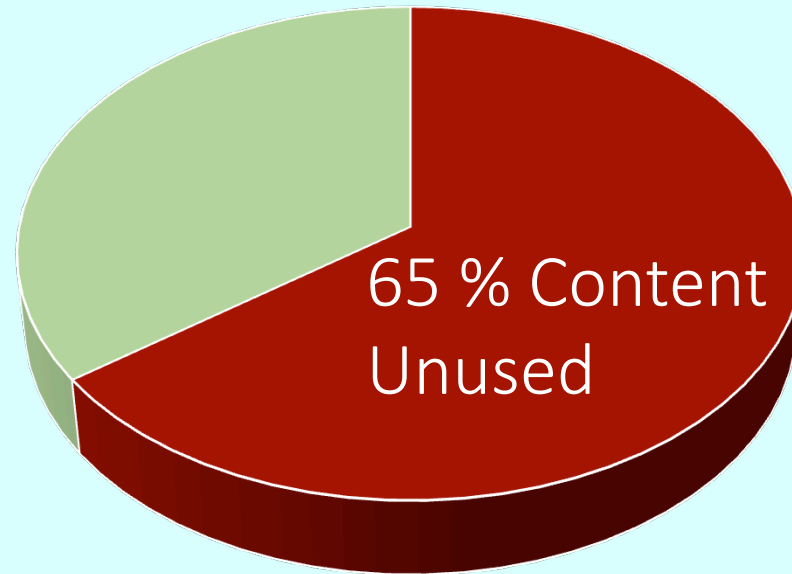
- Influence a purchase
- Enable an upsell
- Affect a renewal
- Prevent customer churn
- Improve customer satisfaction



100's of documents get shared with account teams every quarter

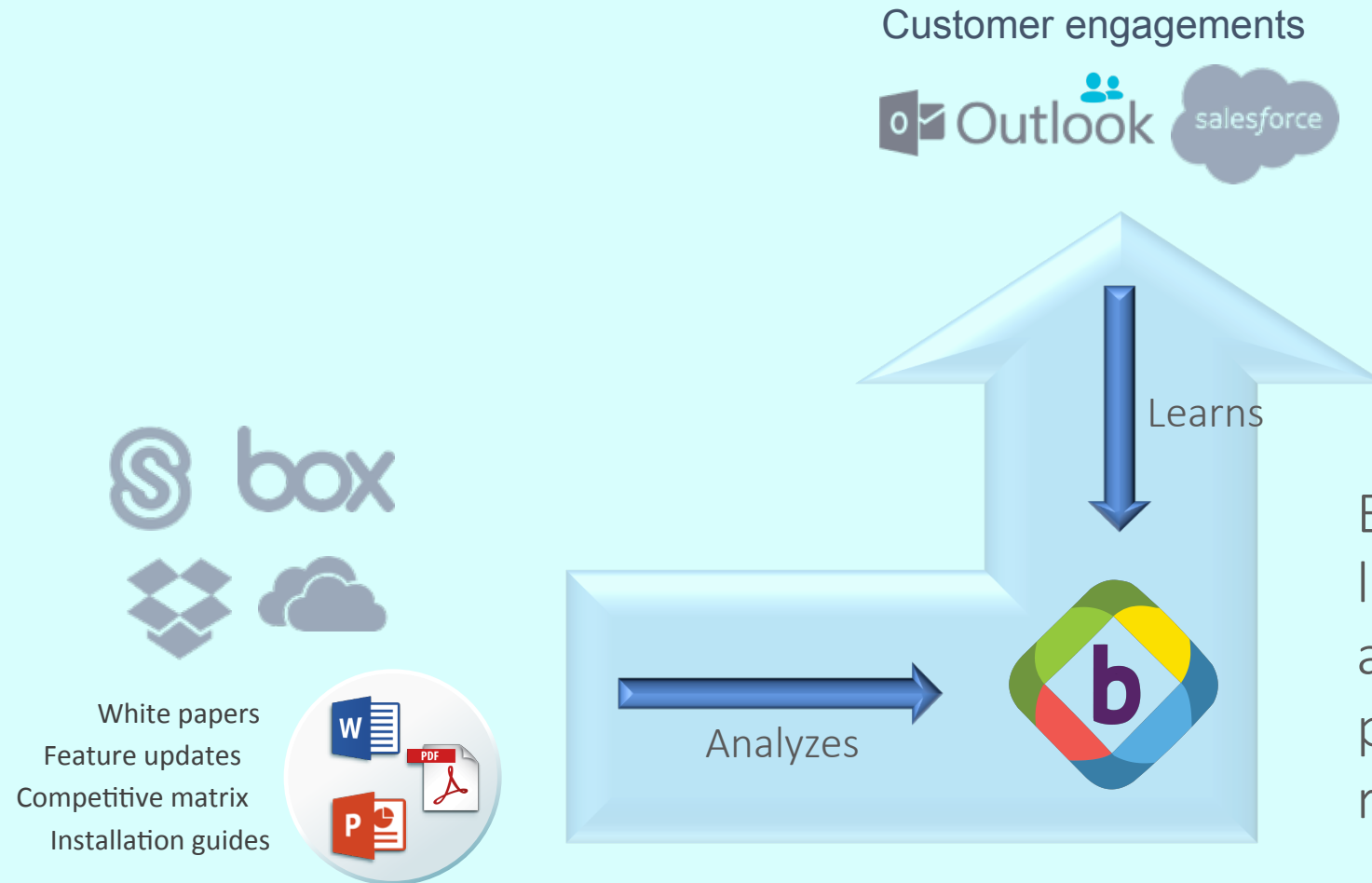


Vendor and Product
Updates, Case Studies,
White papers, Marketing
collateral



Filtering and optimally utilizing
new content is time consuming act
for account managers

Backflipt - Unleashing the power of content



Backflipt employs a sophisticated learning engine to analyze content and customer conversations to produce an actionable list of recommendations in real time



Backflipt is making a difference for

- Account managers
- Sales engineers
- Pre-sales POC teams
- Sales fulfillment teams
- Product Management teams
- Deal desk management
- Contract negotiations teams
- Executives tracking the quarter



Build an incredible relationship by engaging with the right content

Increase the touchpoints and take more control over driving prospects' perception with meaningful content



100%

Accuracy on
upsells, renewals

Act with-in the window of opportunity

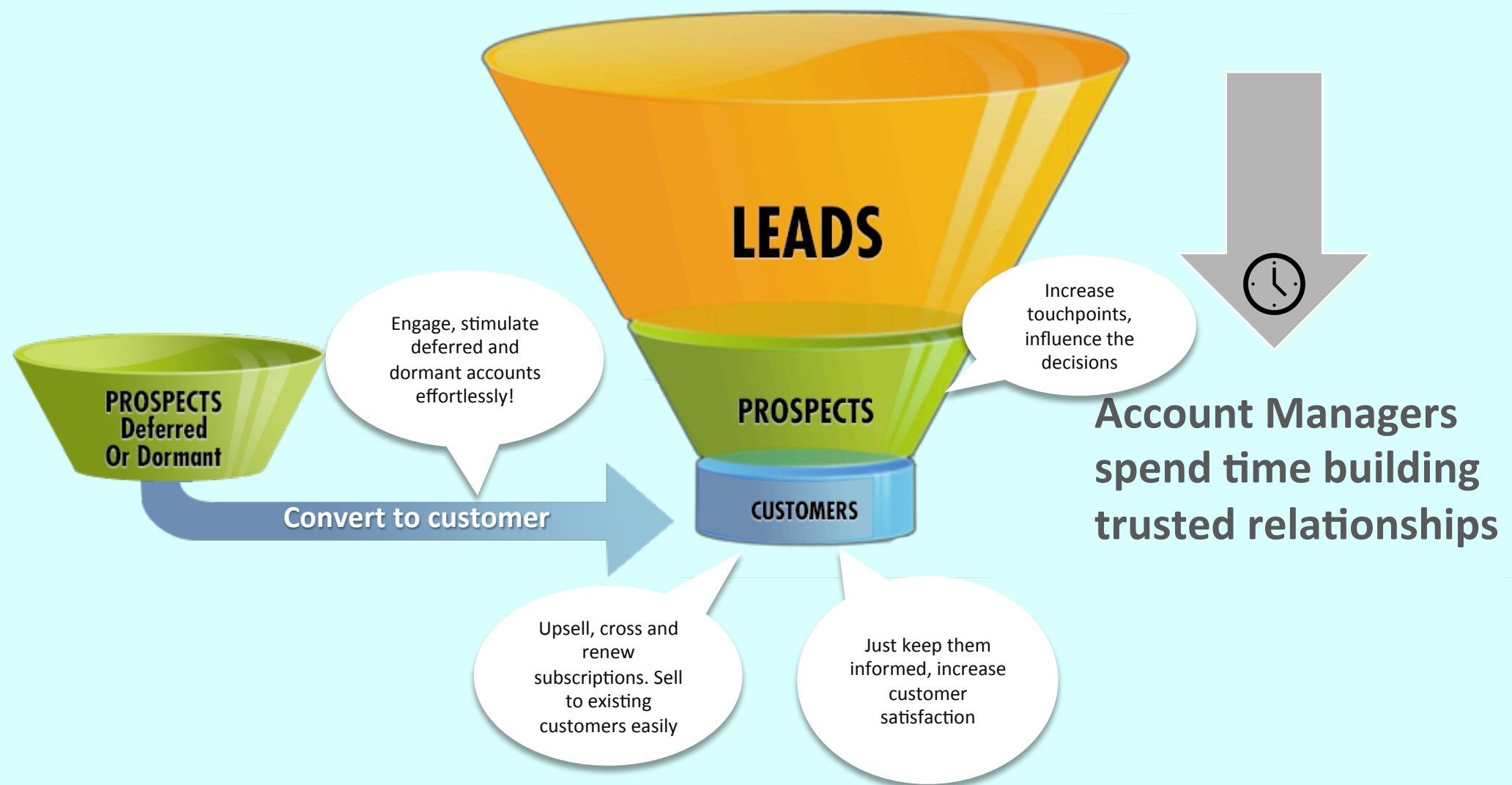
Efficiently enable renewals and refresh deferred and dormant opportunities



Unleashing the power of content, Let the content tell you where to go!

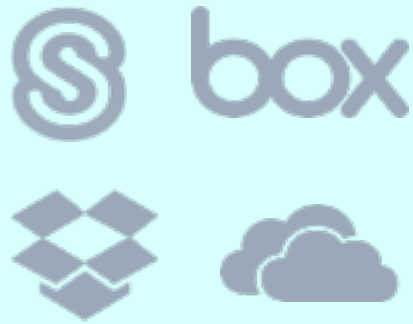


Using Backflip: Build healthy and predictable bottom of the funnel





1. Backflpt Automatically use the content from Dropbox, Box, OneDrive, Sharefile



And more ..

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Feature updates
Competitive matrix
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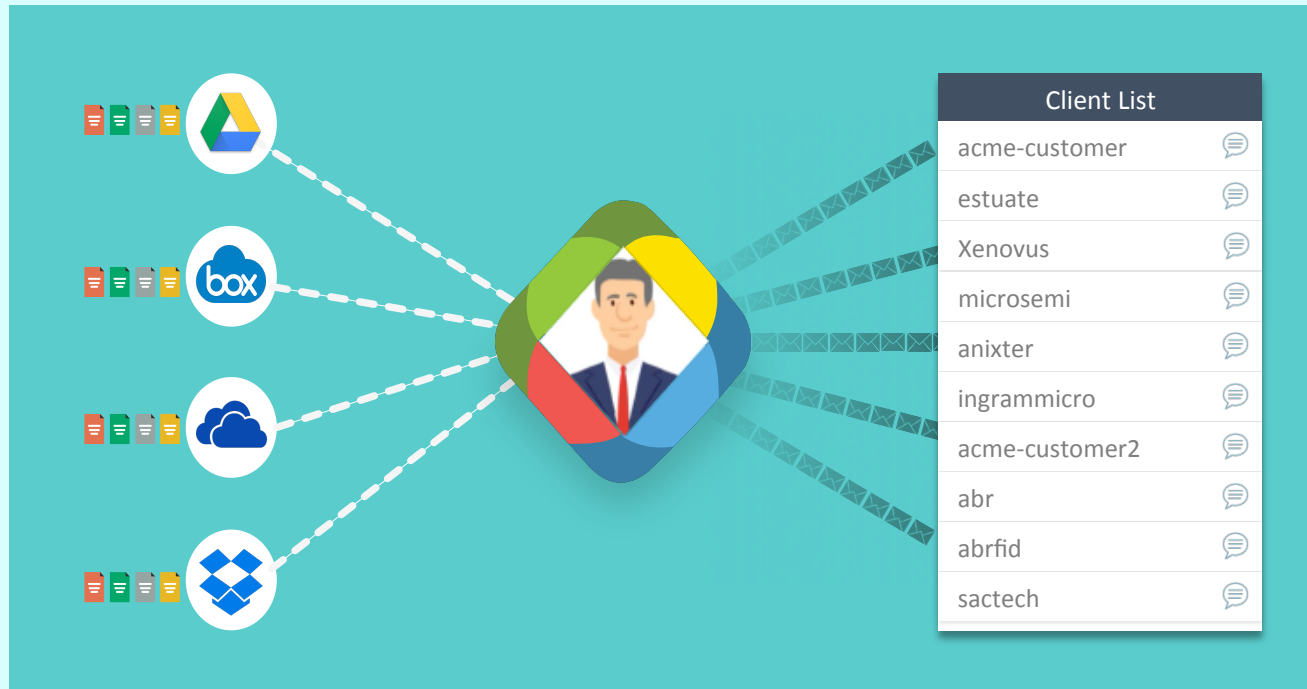
Just add the content to Dropbox and let Backflpt tell you which Customers to engage with!

- No unique content naming is required.
- No need of tagging.
- No new content management process to adopt.

Unleashing the power of content, Let the content tell you where to go!



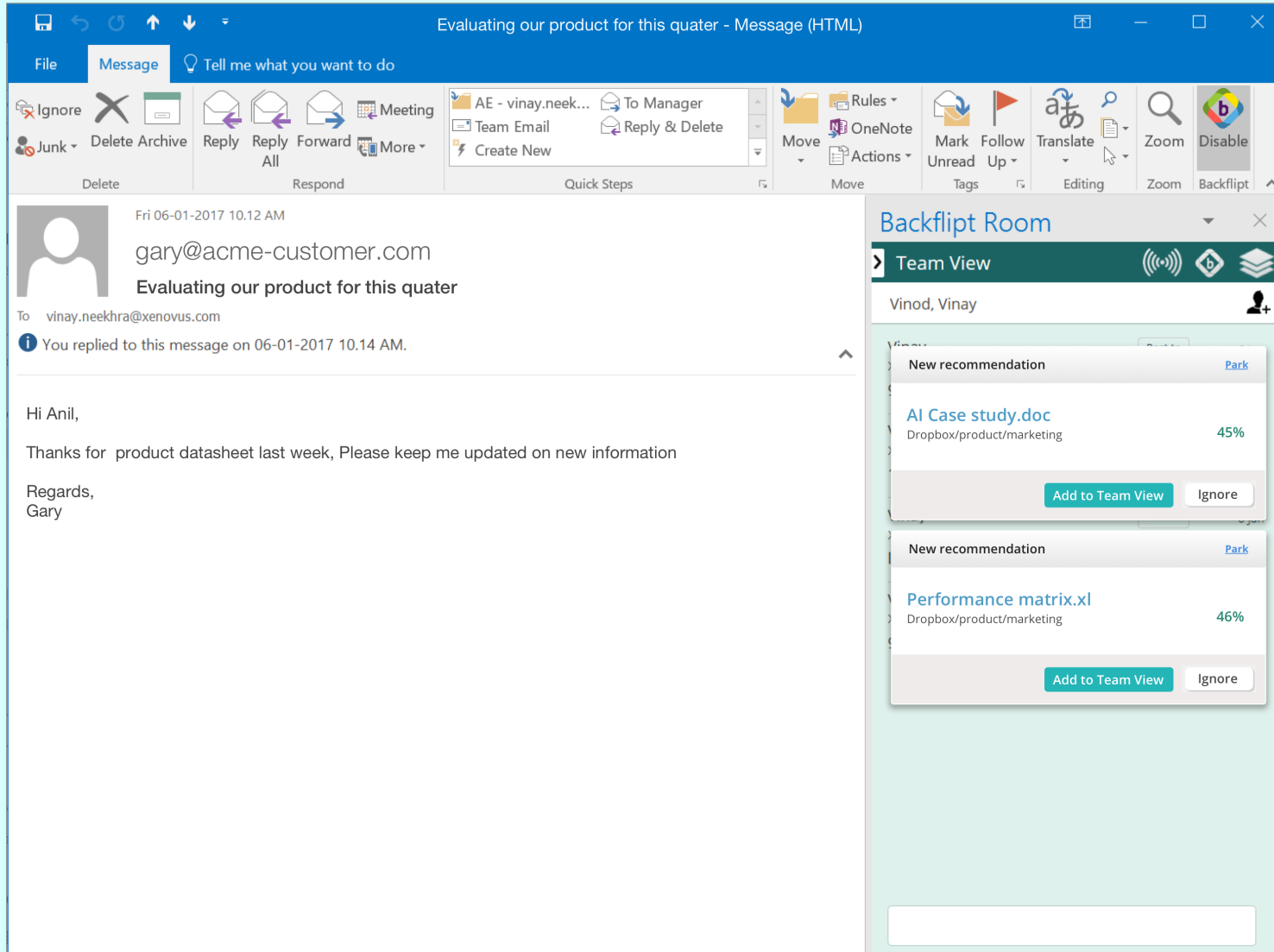
2. Backflpt provides you a list of customers to engage with



Backflpt will recommend an actionable list of customers



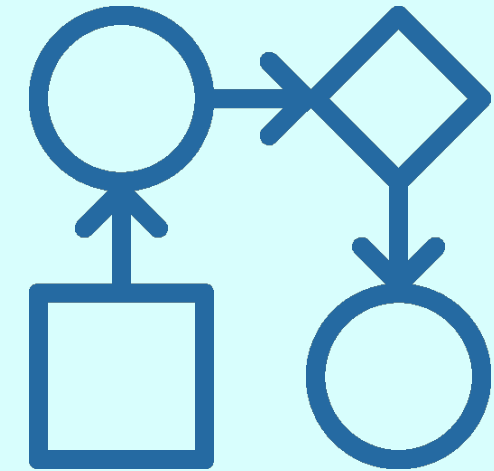
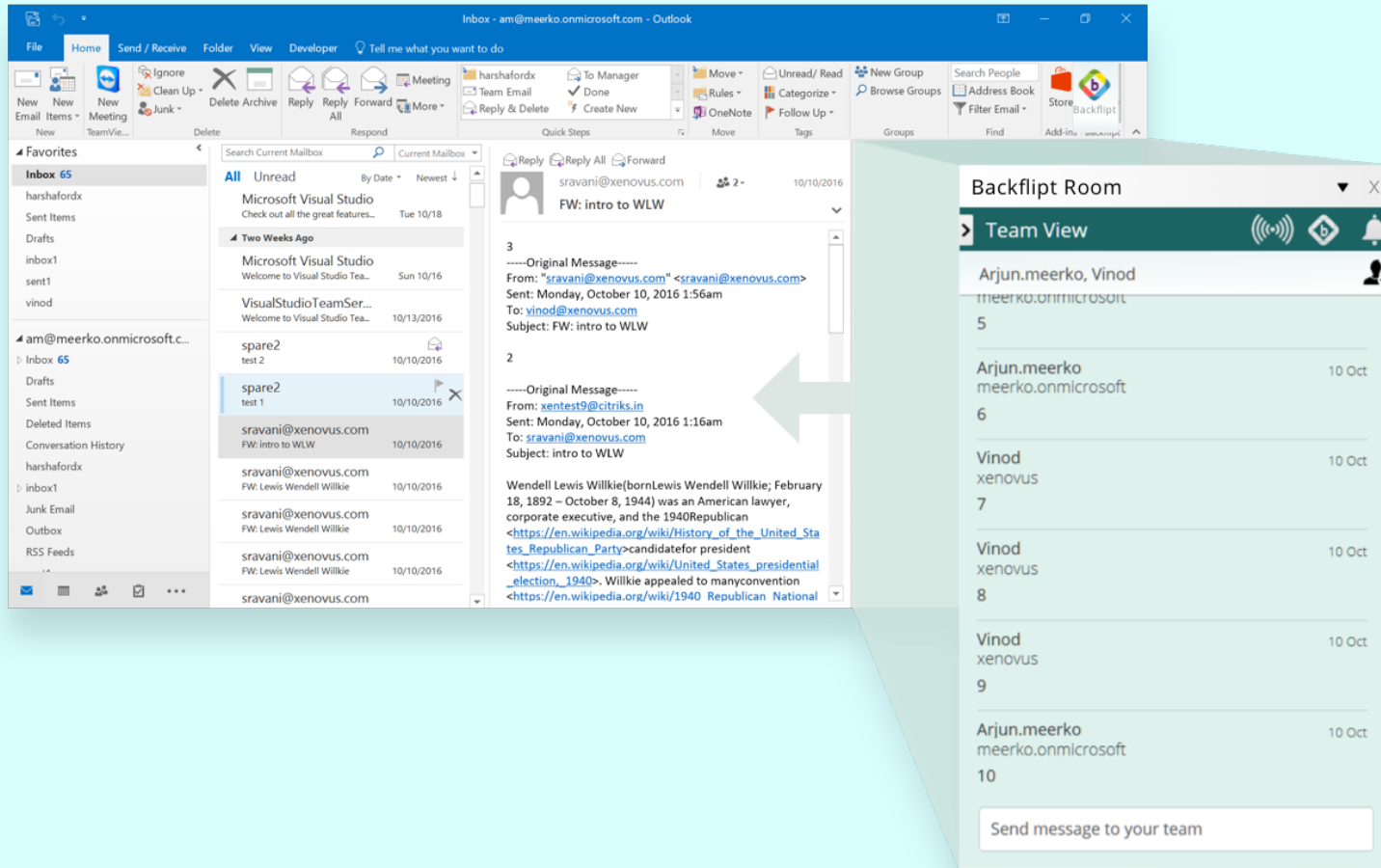
3. Backflip delivers recommendations directly into your emails



Act easily; The content recommendations are placed inline with customer emails



4. Backflpt provides on demand workflow for curation



Curate content on demand, in customer context

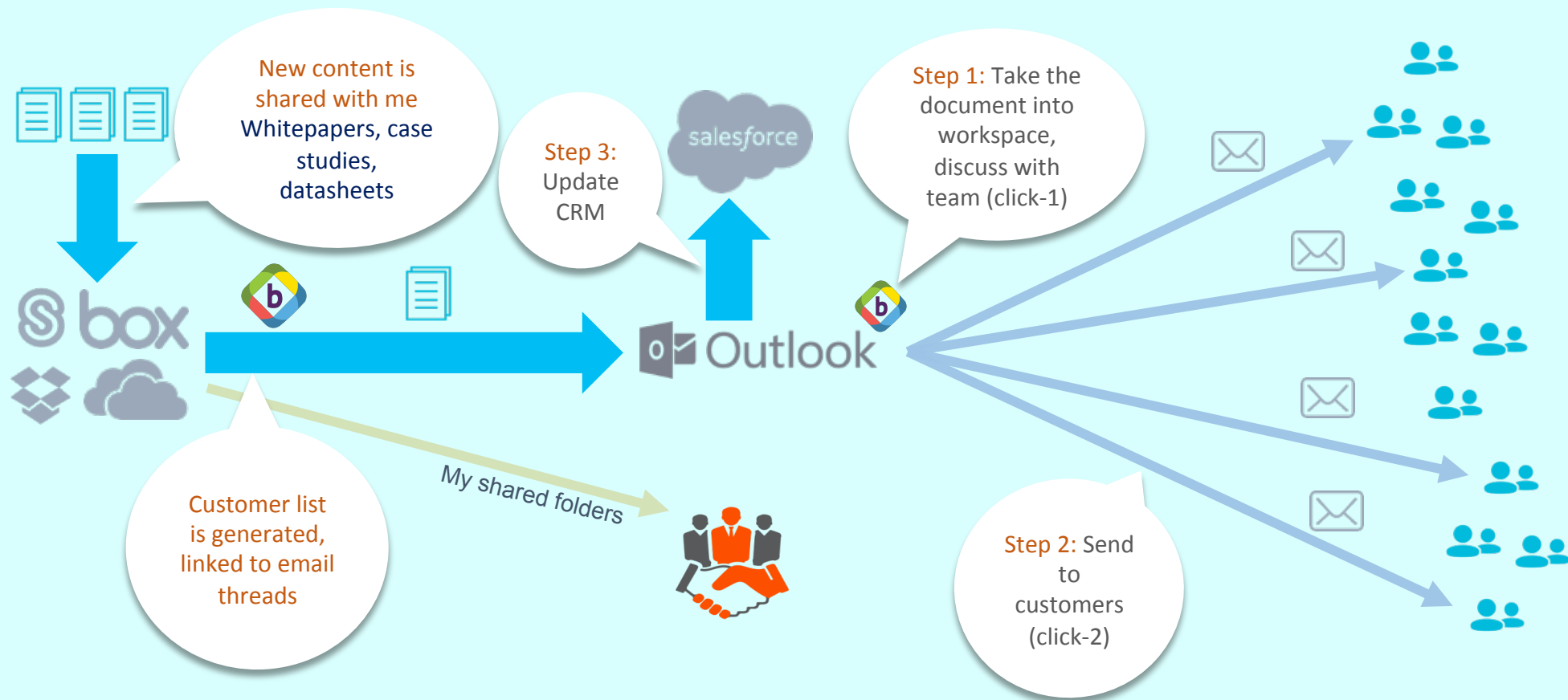
Unleashing the power of content, Let the content tell you where to go!



Here is the demo sequence ..

**Please use the “Request Access” Box below for
a live demo and a trial access to Backflip.**

Demo Sequence



Increase the velocity of customer engagements using AI!



- Link your Email, continue to use outlook
- Link your Dropbox, Box, Sharefile, OneDrive
- No new processes! Just act when recommendations show up.

- Build an incredible relationship by engaging often and with a reason
- Increase the touchpoints and Influence the prospect's perception with right content
- Act with-in the window of opportunity