



CloudAscent

Propensity model leveraging
transactional customer data
for SMB partners

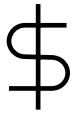
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What is CloudAscent

Grow your business with a deeper understanding of existing customers

Customer opportunity impact



Focus high-cost sales resources on the customers with highest propensity to buy



Identify when customers are ready to move to a second workload

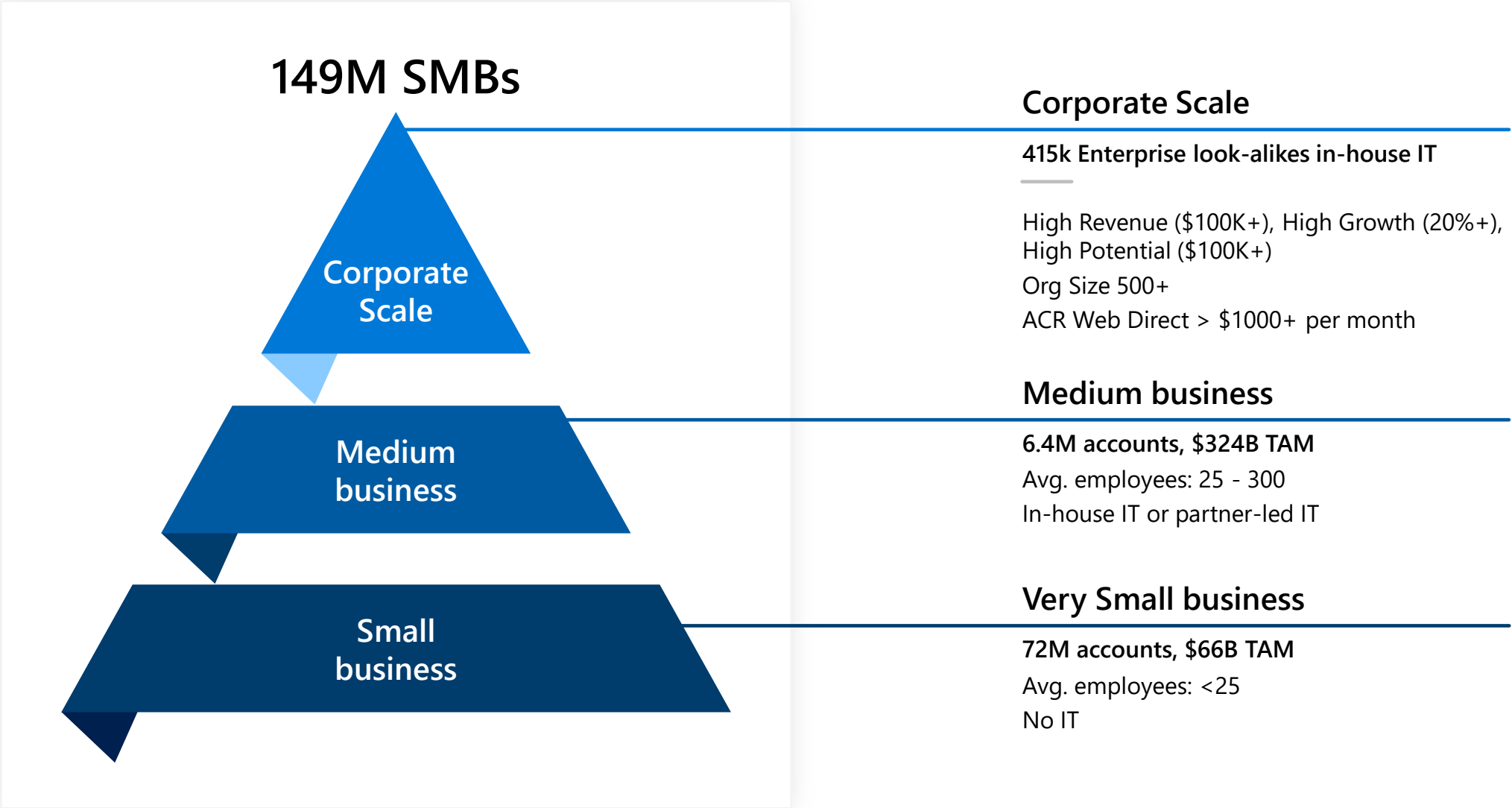


Develop micro-targeted marketing campaigns to address customers' unique needs



Reduce customer churn

SMB customer landscape



AI & ML driven predictive models

Social engagement

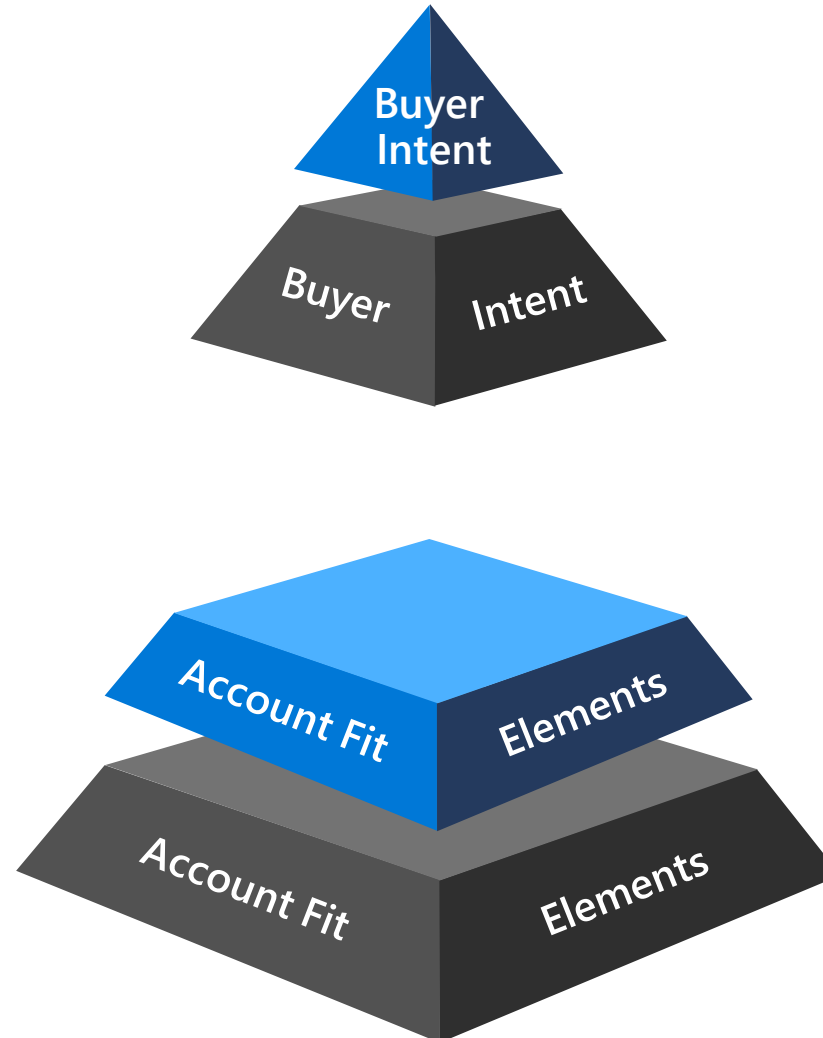
Behavior elements

- Browsing patterns
- Job postings
- Blogs
- Skills Profiles
- Content downloads
- Conferences
- Social Engagement

Win/Loss MS sales & CRM data

Sales elements

- Sales historical revenues/products, sales opportunities
- Win/Loss factors
- Products owned, activated, consumed
- 100+ additional variables



Browsing patterns & content consumption

Solution categories

- Cloud productivity
- Cloud platform
- CRM
- ERP
- Mobile device mgmt. and security
- Database-BI/Analytics, data modernization
- Voice

Firmographics & technology install

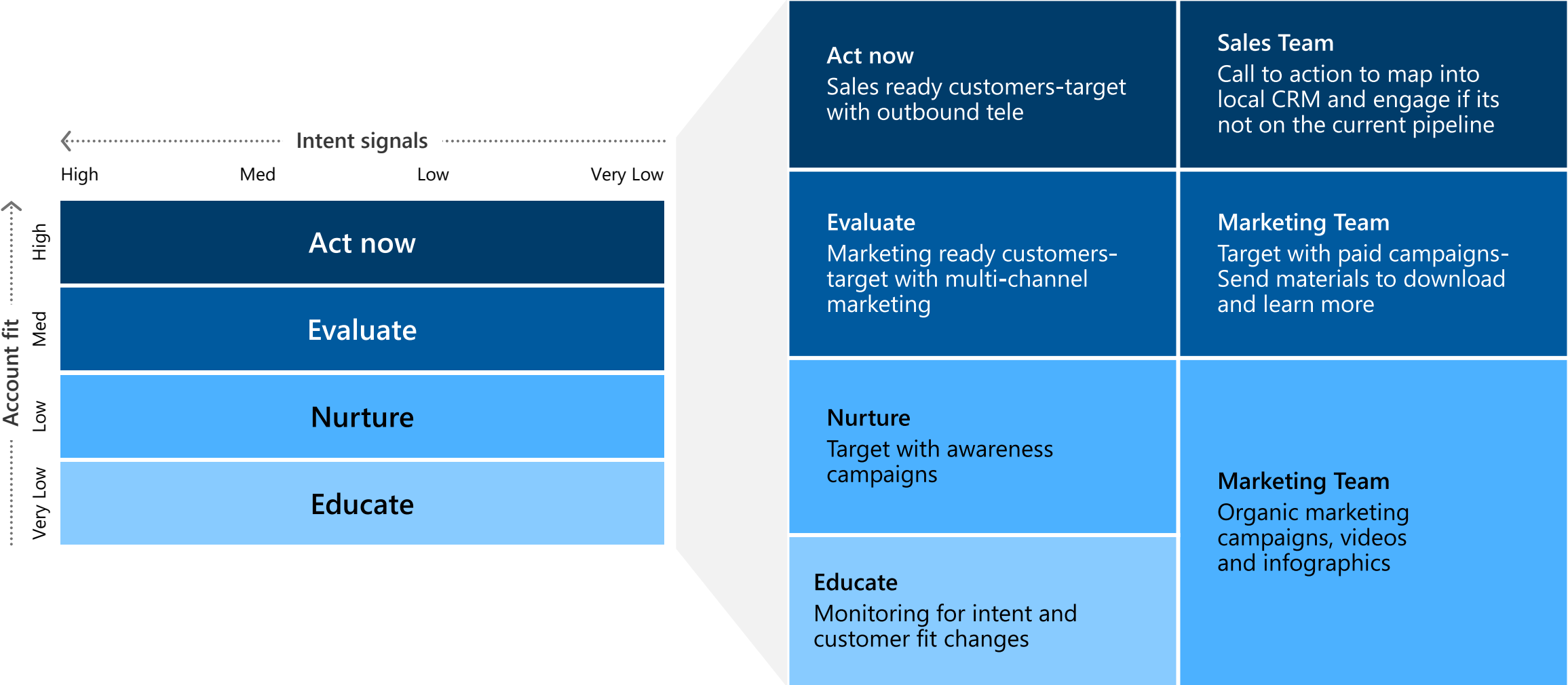
External firmographics

- Company size
- # of employees
- Recent funding events
- Hiring

Install Data

- 3rd party technology profile data racking of 3,000+ technologies/installed bases publicly accessible data

CloudAscent propensity how to leverage



CloudAscent propensity models

Grow your business by tapping into your current customer base by leveraging customer opportunity reports powered by Cloud Ascent

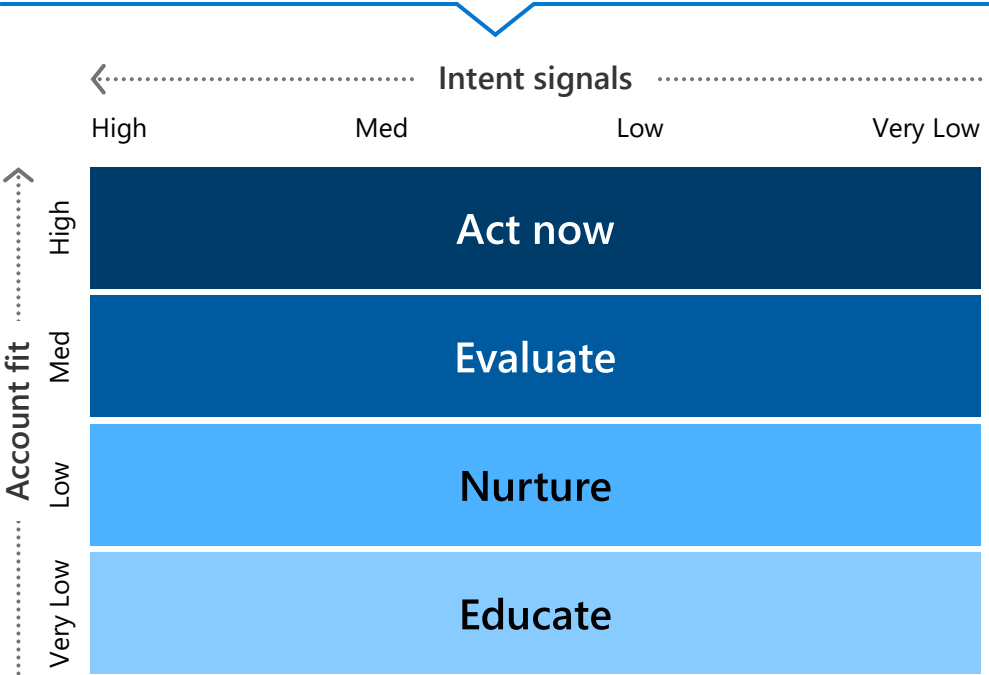
Machine learning models calculate account fit and buyer intent scores based on hundreds of signals

Buyer intent models are updated monthly and account fit models are updated quarterly for refreshed reports every month

Scores are ranked into high, medium, low, and very low across both account fit and buyer intent

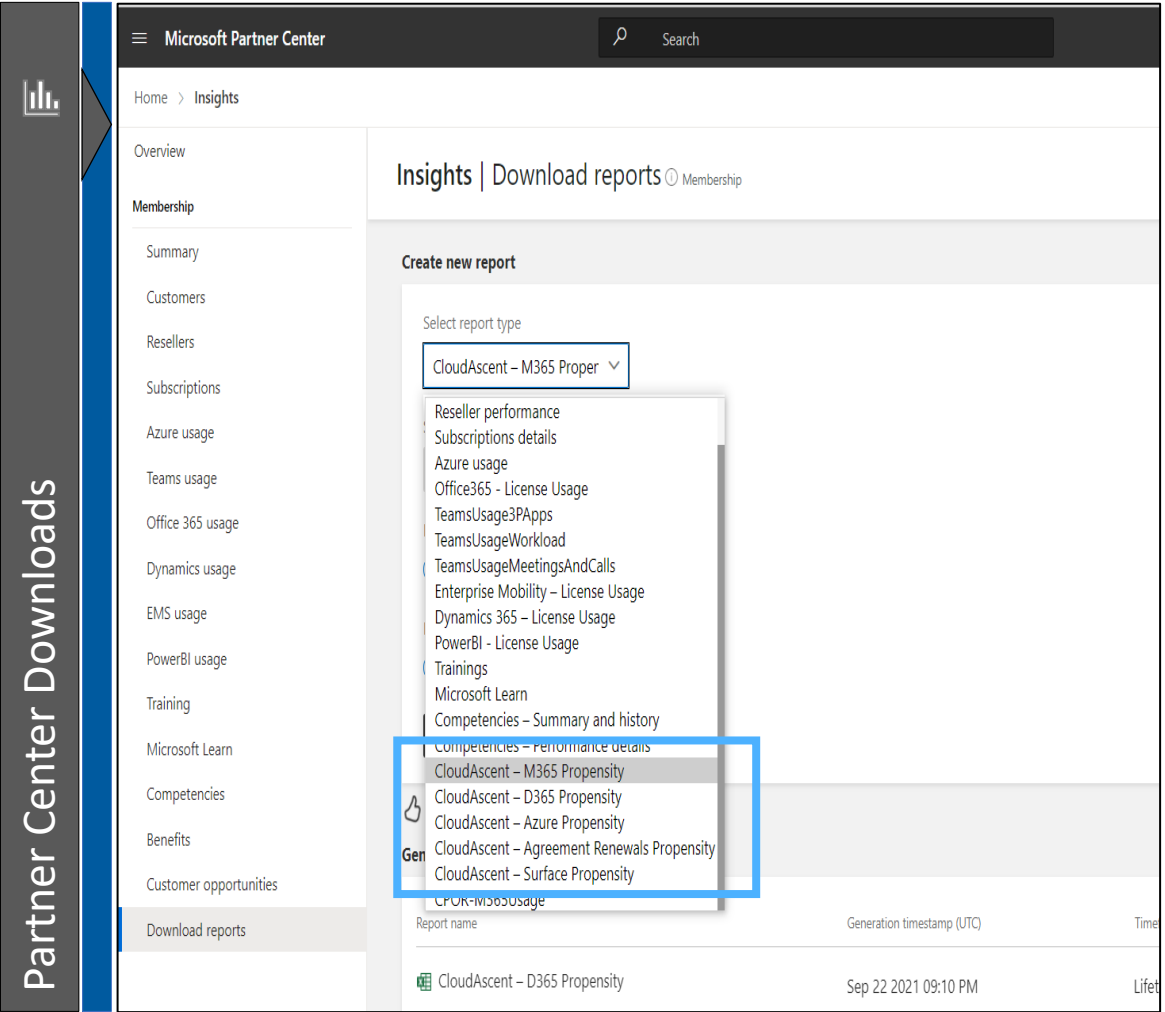
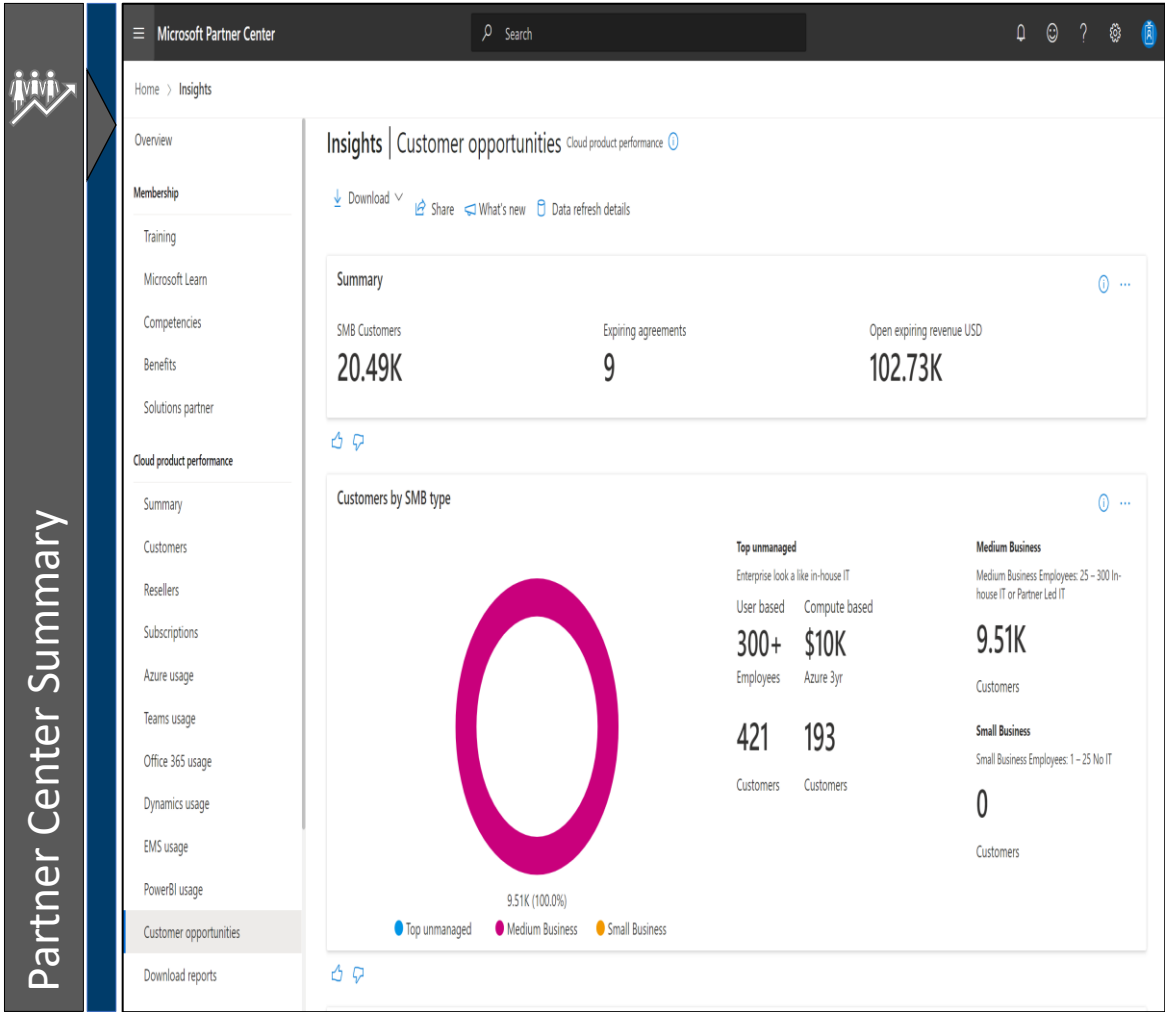
These scores are then clustered to represent the customer propensity Act Now, Evaluate, Nurture, and Educate for your current customer base

Social	Public events	Win/Loss
Job postings	Blogs	Content consumption
Browsing patterns	Install data	Sales performance
Technology install	Product usage	Company size



CloudAscent Partner Center Downloads

CloudAscent Data in partner center is available in two locations: **Customer opportunities** with a summary view for partners; Detailed downloads available via **Download Reports** tab.



CloudAscent Demo