



Go-to-Market Solution for CRM Integration

A CRM system is a vital tool for enterprise companies, and for good reason: It provides critical insight into sales and marketing activity. But many companies now demand visibility into the performance of Go-to-Market (GTM) initiatives too. Today's smart and effective sales and marketing teams want a single view of all GTM program and related data in order to effectively manage these programs on both an aggregate and account-by-account basis. And that's a challenge, because while CRM platforms are capable of many things, they typically are not configured to provide a comprehensive view of GTM programs.

Expert Go-to-Market integration, exceptional insight

Vistex solutions can make GTM-CRM integration a reality for your organization. Our Go-to-Market CRM services provide the architecture and guidance to enable your CRM platform to support GTM programs. The result is a 360-degree view of your business and exceptional insight into your GTM programs – often with significant simplification of your technology environment.



You can look to Vistex for best-in-class solutions that deliver solid GTM-CRM infrastructure quickly and easily. We utilize a clear, proven process that bridges technology gaps and sets you up for success.

CRM + Go-to-Market health check and roadmap

If you are unable to implement or scale Go-to-Market program capabilities with your existing technology and processes, or if you have multiple systems and tools that are not integrated or do not share data, you are a prime candidate for a Go-to-Market health check. And if your CRM system is new, and you want to ensure that users have visibility into all marketing and sales programs, a health check and roadmap is a good way to start.

A Go-to-Market health check evaluates your CRM environment's readiness to support GTM programs, assesses its alignment with your goals, and compares its configuration to industry best practices. Then, we'll provide a roadmap with actionable steps that will bridge the gap between current and future states – a step-by-step process to help you achieve your program goals.

Industry Packages

- Automotive
- Chemical
- Consumer Products
- Foodservice
- High Tech
- Industrial Manufacturing
- Life Sciences
- Mill Products
- Music, Media & Entertainment
- Retail
- Telecommunications
- Wholesale Distribution

Solution Sets

- Contracts
- Pricing
- Rebates
- Benefits
- Trade & Channel
- Rights & Royalties
- Performance Management
- Payment

Services

- Program Strategy
- Analytics
- Implementation
- Post-Production Support
- Training
- Global Payments
- Program Delivery
- CRM Integration



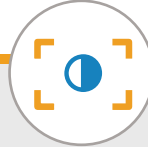
CRM infrastructure solutions

There are multiple challenges you may encounter with your CRM implementation, including inaccurate data, lack of a portal that provides program information to partners and customers, or the inability to integrate with other platforms. Vistex's CRM infrastructure solutions address each of these problem areas:



Data

Gain a 360-degree view of your partners and customers with accurate, current and complete data. Provide your account managers, customers and partners with the depth of information that combines standard CRM information, Master Data, sales transactions, Go-to-Market program, and service and support data.



Portal

Deliver a global enterprise-class portal with a simple user experience, plus mobile optimization that presents relevant content to users based on their CRM profile.



Integration

Leverage our lightweight integration framework to enable the ability to plug in apps and tools from various providers (internal and external) for a seamless and connected user experience.

Go-to-Market program infrastructure and tools

For organizations with existing GTM programs and tools, Vistex offers:

GTM Program Infrastructure Assessments

We evaluate your existing programs and tools against industry best practices. Our experts work with you to audit current programs and tools, and identify how to streamline and consolidate, improve capabilities, find efficiencies and gain flexibility – initiatives that often result in huge positive budget impacts.

GTM Program Framework Development

For those with tiered benefit or loyalty programs, we develop Go-to-Market Program Frameworks (Tiers & Tracks) that enable the delivery of benefits to customers and partners based on the value they provide.

GTM Program Globalization

Do you have GTM programs that are essentially doing the same thing, but have different tools, processes and vendors by region or country? Our experts help you create a global programs infrastructure with systems, processes and content that enable both global consistency and regional adaptation.