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Accelerating Revenue Growth with Data Unification

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Today's topics

"2020s decade of data" - Tomasz Tungz, *Partner Redpoint (SaaS thought leader)*

"Data-driven" organisations

"Actionable data - what is it and how do I get it!?"

Q & A

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2010s was collect data, 2020 is… now what?

The rise of data-driven organisations

“2020s decade of data”

- Tomasz Tungz, Partner Redpoint (SaaS thought leader)

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Data Chaos Slows Revenue Growth

Tomorrow's investments are blocked by today's data frustrations

Low Data Confidence

Increasing variety of B2B data still decays **70%** YoY

Limited Data Access

Marketing, Sales and CS have **30+** data sources each.
Only 25% are integrated.

Constrained Data Resources

Demand for data talent **far outpaces** supply

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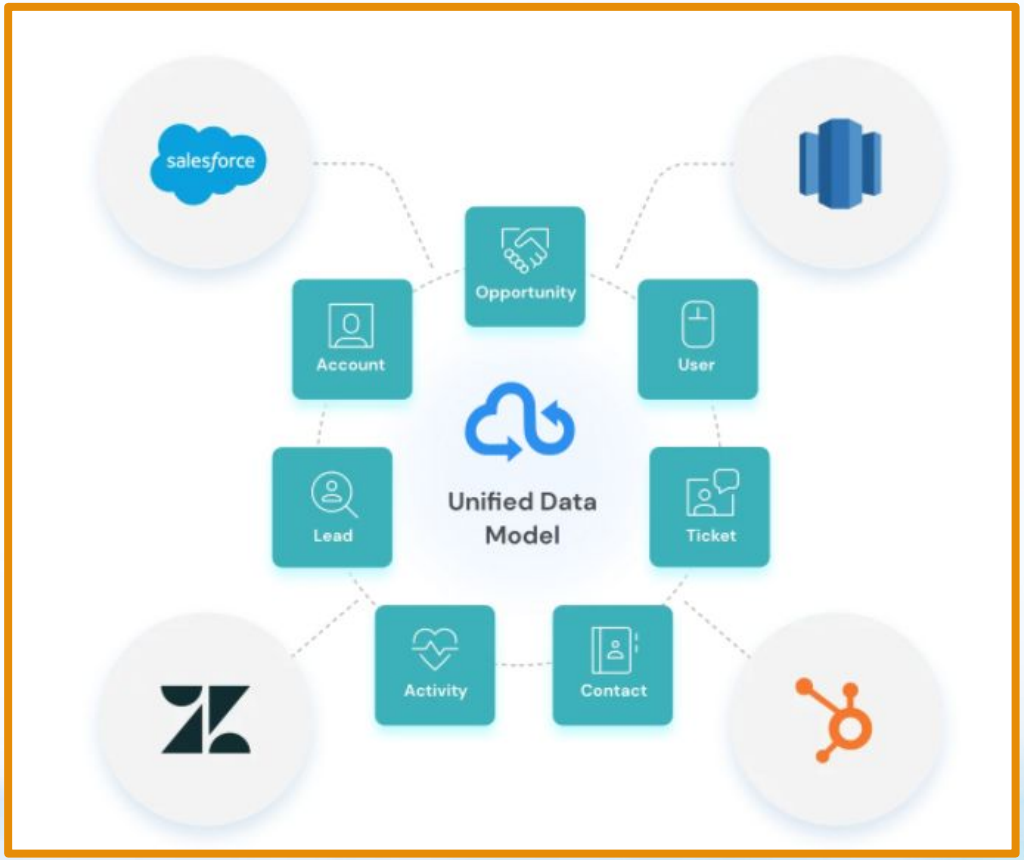
2020's Data-Driven Organisations



Align your internal systems

Unify data from across your tech stack and created a distributed source of truth without writing code.

Break down reporting silos

Explore and interact with unified data directly in Syncari, or visualize it from your favorite BI tool.

Act on insights faster

Keep your operational systems and BI tools in sync and ensure insights make it to people responsible for the customer journey.

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Actionable data

What is it?
How can I achieve this?

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One Complete Platform, Multiple Automated Solutions

REVENUE OPERATIONS

MARKETING	Lead Routing	Lead to Account Matching	Merge & Dedupe	Data Enrichment	Intent Data Activation	Scoring
SALES	Customer 360	Product Data Activation	Activity Capture & Sharing	CRM Data Hygiene	Data Governance	Quote to Cash
SUCCESS	Onboarding Automation	Upsell Detection	Churn Detection	Customer Satisfaction Tracking	Issue Linkage & Resolution	Automated Ticket Escalations

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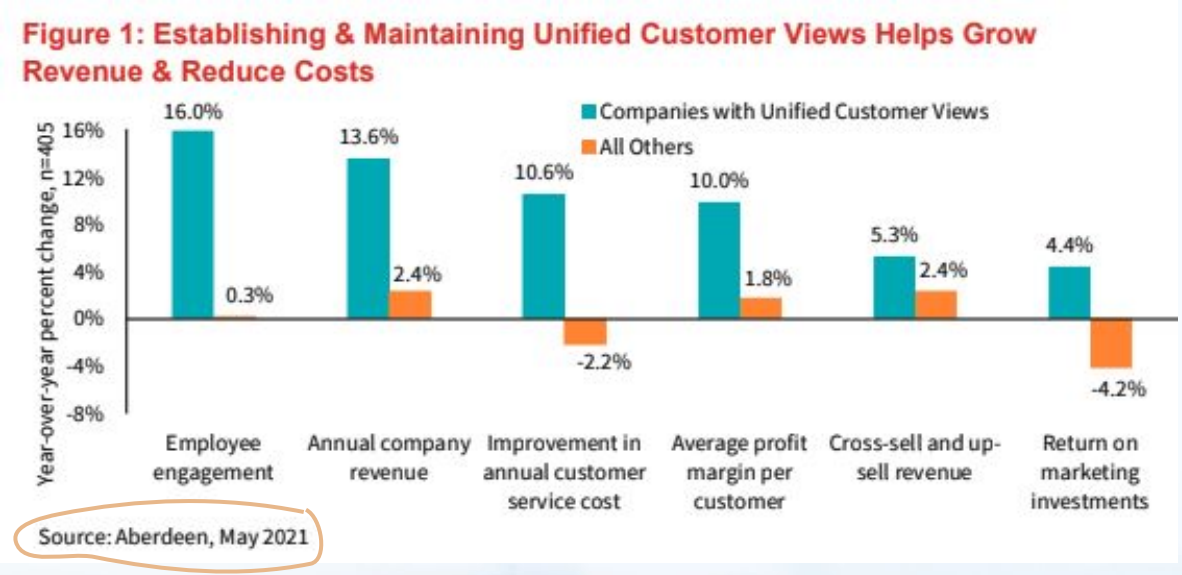
Outperform Your Peers In Key Areas



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TAKEAWAYS

- “2020’s decade of data” will bring unprecedented opportunities for innovation, operational efficiency and ultimately better customer experience

- Data-driven organisations, think big, start small, centralise and connect data pipelines throughout the enterprise to drive automation, accuracy and accountability

- Actionable data is enabled by data insights and synchronised data sets

Thank you Scott!

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SYNCARI TAMES DATA CHAOS FOR GOOD

Complete, no-code data automation

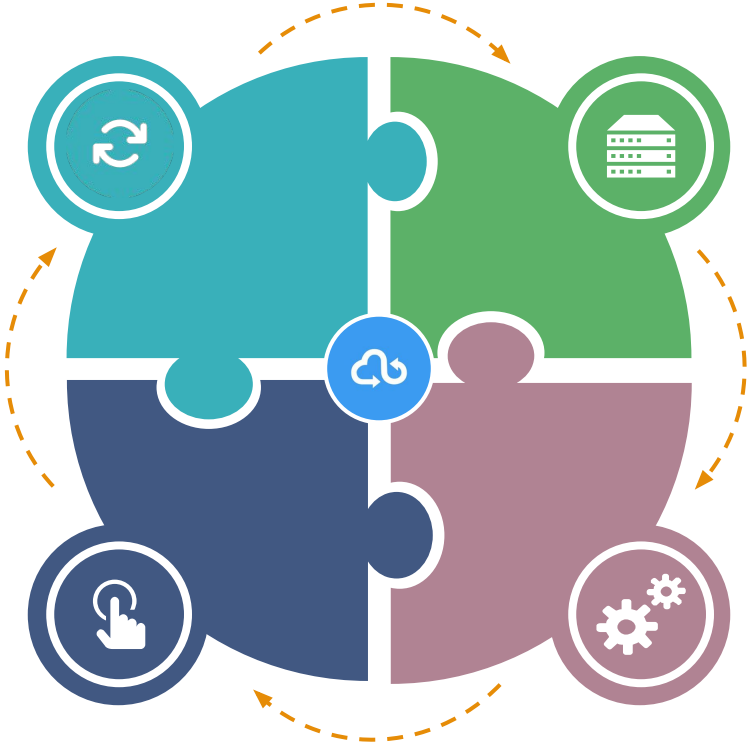
SYNCARI

Resilient, multi-directional sync

Get your systems speaking the same data language and keep your data up-to-date in every app, always.

Unified Reporting & Analytics

Get insights to every person who needs them, when they need it, no matter what system they use - no PhD required.



Centralized Data Management

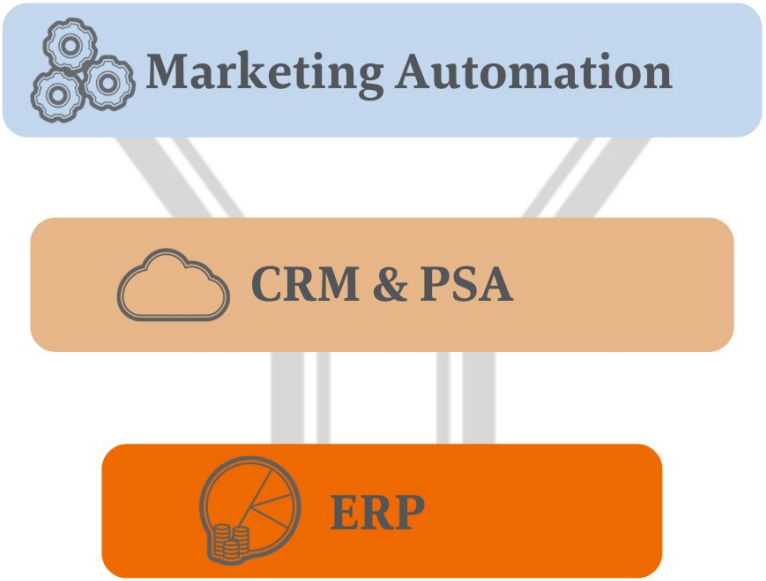
Enforce rules and policies with drag and drop functions to ensure data meets your standards, now and in the future.

Workflow Management

Get ops out of busy work and onto what matters most by automating core GTM processes and workflows.

Cattle Dog Digital is a full-funnel implementation team of experts that build your tech-stack across critical business functions.

- We live and breathe RevOps.
- We are your trusted experts.
- We work fast to deliver the data insights you need to run your business, today and tomorrow.



Thank You & Questions?

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