



# Entytle Insyghts

The first enterprise SaaS application dedicated to installed base revenue growth

Product Datasheet

## Conventional wisdom says that selling additional products and services to existing customers should be simple, and less expensive than acquiring new ones.

Yet if you are an aftermarket leader chartered with growing revenue by selling spare parts, consumables and services to your installed base, you know that oftentimes, nothing can be further from the truth. Unlike your colleagues responsible for the initial sale, none of the systems available to you - CRM, Marketing Automation or ERP - provide you with a way of identifying which customers to call, when, for what products, and the reason. Instead, you try to make sense of multiple spreadsheets,

cumbersome and conflicting reports, legacy systems, and limited visibility into service and support systems.

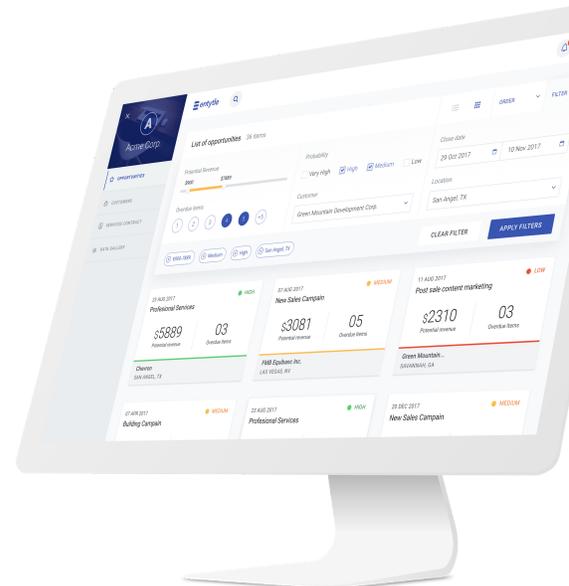
Entytle Insyghts is the first enterprise SaaS application dedicated to managing and growing installed base revenue. It assembles and processes massive amounts of customer data using sophisticated, purpose-written algorithms to deliver highly qualified opportunities and actionable customer insights. This in turn, enables you to dramatically increase revenue.

Entytle Insyghts is powered by the Entytle Aftermarket Platform. It uses secure connectors to extract data from your existing ERP, CRM, support, service, machine telemetry and legacy systems. This data - including orders, contacts, service history, shipping data, tech support records and marketing information - is assembled and processed using a proprietary data model and industry-optimized algorithms where it is swiftly cleansed, normalized and harmonized. The platform runs in a secure and reliable cloud environment and provides seamless CRM integration, eliminating the need for your sales and services professionals to learn a new system.

## Opportunity Generation

Accurately identifying net new opportunities for sales of spare parts, consumables and services requires deep contextual knowledge that goes beyond order and service history. It must also take into account several other factors including the equipment's usage environment, which can and do vary greatly from site to site, even within the same customer.

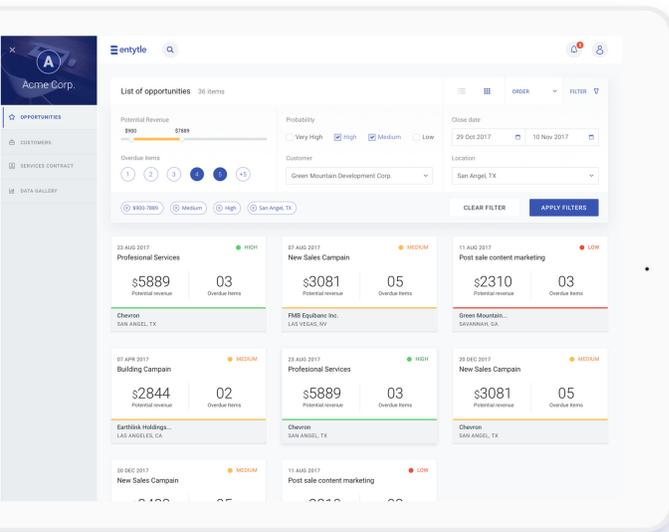
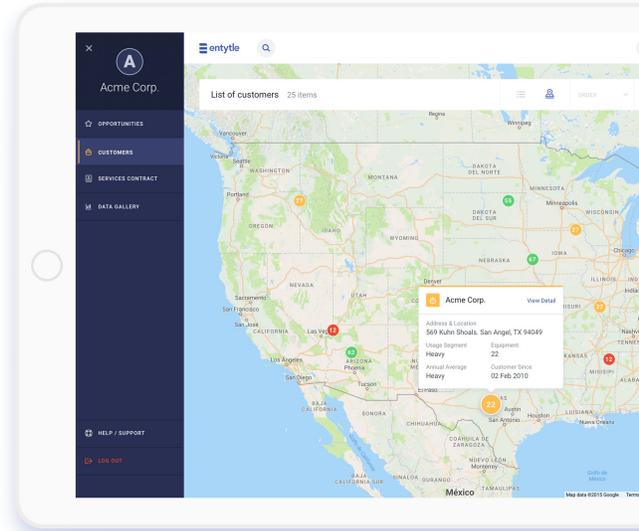
Entytle Insyghts utilizes machine learning and cohort analytics to uncover usage clusters, customer micro-segments, and actual (versus predicted) consumption models - all as a means to accelerate your sales efforts. Entytle Insyghts provides all the information your sales and services representatives need to close deals quickly, identifying whom to call, what to sell and why now, directly within your CRM. Backed by sophisticated data science and machine learning techniques, generating data-backed opportunities is key to unlocking revenue growth.



# Installed Base Management

A comprehensive view into your installed base is critical to improving your relationship with unserved and underserved customers. Using advanced statistical and machine learning algorithms to rationalize data from across silos, your Sales team will have a true 360 degree view of individual customers, the assets they have deployed, and the relative repair state of their equipment.

Insyghts efficiently processes vast amounts of data and delivers actionable intelligence, systematically organized to provide a clear, current view of your entire installed base. With it, you can anticipate customer needs for parts and maintenance, flag exceptions and deliver consistent improvement in consumables, parts and services revenue growth.



# Service Contract Management

Understanding performance against SLAs, tracking workforce metrics and analyzing profitability of service offerings can be the difference between hitting or missing your quarterly targets. Yet you don't have a single system that reliably tells you how your services business is performing at a detailed level. Insyghts helps you manage all aspects of your service contracts across your entire installed base. It features the ability to quickly drill into your business from the highest level down to the lowest, providing full visibility to service level achievement and individual contract profitability, as well as new opportunities for revenue.

## About Entytle, Inc.

Entytle is a global provider of installed-base management systems that help BtoB manufacturers grow their business by making the complex simple. The company's flagship product, Insyghts, enables customers to assemble data from multiple, siloed

systems, process that data to identify usage patterns and customer segments, deliver opportunities for parts and services sales, and improve revenue. Entytle is headquartered in Palo Alto, California and on the web at [www.entytle.com](http://www.entytle.com).